



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Scienze Agrarie, Alimentari e Forestali
<b>ACADEMIC YEAR</b>	2023/2024
<b>MASTER'S DEGREE (MSC)</b>	FIRM AND QUALITY FOR THE AGRICULTURAL AND FOOD SYSTEM
<b>INTEGRATED COURSE</b>	ECONOMICS AND MARKETING OF SUSTAINABLE AGRIFOOD COMPANIES - INTEGRATED COURSE
<b>CODE</b>	20934
<b>MODULES</b>	Yes
<b>NUMBER OF MODULES</b>	2
<b>SCIENTIFIC SECTOR(S)</b>	AGR/01
<b>HEAD PROFESSOR(S)</b>	BORSELLINO VALERIA Professore Associato Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	BORSELLINO VALERIA Professore Associato Univ. di PALERMO MIGLIORE GIUSEPPINA Professore Associato Univ. di PALERMO
<b>CREDITS</b>	12
<b>PROPAEDEUTICAL SUBJECTS</b>	
<b>MUTUALIZATION</b>	
<b>YEAR</b>	1
<b>TERM (SEMESTER)</b>	1° semester
<b>ATTENDANCE</b>	Not mandatory
<b>EVALUATION</b>	Out of 30
<b>TEACHER OFFICE HOURS</b>	<b>BORSELLINO VALERIA</b> Monday 11:00 12:00 Dipartimento di Scienze Agrarie, Alimentari e Forestali, edificio 4, primo piano, studio 104. Altri giorni e altri orari per il ricevimento possono essere concordati con la docente Thursday 11:00 12:00 Dipartimento di Scienze Agrarie, Alimentari e Forestali, edificio 4, primo piano, studio 104. Altri giorni e altri orari per il ricevimento possono essere concordati con la docente <b>MIGLIORE GIUSEPPINA</b> Monday 10:00 12:00 Dipartimento di Scienze Agrarie, Alimentari e Forestali, edificio 4, primo piano, studio 113 Tuesday 10:00 11:00 Tutoraggio didattico - Presso Dipartimento di Scienze Agrarie, Alimentari e Forestali, ed. 4, primo piano, studio 113. In alternativa, il ricevimento puo essere svolto a distanza attraverso il seguente link <a href="https://teams.microsoft.com/team/19%3a509a852209494c8a80b76ccaeaed355f%40thread.tacv2/conversations?groupId=3ad9589d-9e25-4379-a5e6-f0d1f6b263be&amp;tenantId=bf17c3fc-3ccd-4f1e-8546-88fa851be">https://teams.microsoft.com/team/19%3a509a852209494c8a80b76ccaeaed355f%40thread.tacv2/conversations?groupId=3ad9589d-9e25-4379-a5e6-f0d1f6b263be&amp;tenantId=bf17c3fc-3ccd-4f1e-8546-88fa851be</a> Thursday 9:00 11:00 Dipartimento di Scienze Agrarie, Alimentari e Forestali, edificio 4, primo piano, studio 113 Friday 11:00 13:00 Dipartimento di Scienze Agrarie, Alimentari e Forestali, edificio 4, primo piano, studio 113

<p><b>PREREQUISITES</b></p>	<p>Students should possess the principles of Microeconomics and Agricultural economics</p>
<p><b>LEARNING OUTCOMES</b></p>	<p><b>Knowledge and understanding</b>  The course aims to provide the elements for the knowledge of the conditions of the agro-food market and the organization of marketing, with a particular focus on the market of agro-zootechnical products. Through the course, students acquire basic knowledge on the main analysis methodologies on strategic and accounting analysis of sustainable agri-food firms, as well as the understanding of the conditions of existence of the agri-food enterprise and the interpretation of the related socio-economic-management needs. The course also provides the elements for the knowledge of strategic marketing planning within the company and in the light of sustainable development.</p> <p><b>Applying knowledge and understanding</b>  Interpretation of the relationships between business and environment. Reading and interpreting, through the determination of the related indexes, a financial statement to make informed judgments for the effective strategic management of the company. Ability to detect the criticisms that involve the reorganization of these companies, as well as the supply organization and the valorisation of sustainable agri-food products. The presentation and processing of case studies, moreover, is aimed at acquiring the capacity to operate in the field of commercial valorization of sustainable agro-zootechnical products through targeted marketing strategies.</p> <p><b>Autonomy of judgment</b>  Following the learning of the contents administered, the student acquires autonomous ability to evaluate the implications of the socio-cultural determinants that characterize the agri-food system - production, distribution and consumption - the effects of the communication of quality, healthiness and environmental sustainability aspects of agro-zootechnical productions. Students will be able to evaluate the implications and the results of the application of the management tools of the agri-food firms, as well as its performance.</p> <p><b>Communication skills</b>  Ability to use the specific language of the subject and to relate to the topics studied and analyzed by framing them in the current process of change that involves the agri-food sector, with particular reference to the agro-zootechnical sector, in the European Union context. Ability to expose the main concepts of the business economy and the management of the agro-zootechnical enterprise, as well as the results of the accounting balance of the agro-zootechnical company.  Furthermore, the student will acquire the ability to relate to the main strategic marketing planning tools.</p> <p><b>Learning skills</b>  The skills acquired during the course will allow the student to continue learning by studying the results of researches, articles, normative innovations, and understanding their significant traits. At the end of the training course, the master's degree will be in a position to access advanced levels of training such as second-level masters, in-depth courses and specialized seminars in the field of agri-food marketing and the agro-food economy, with particular reference on the agro-zootechnical sector and sustainable products.</p>
<p><b>ASSESSMENT METHODS</b></p>	<p>The final assessment aims to evaluate both the student has knowledge and understanding of the topics and the interpretative competence and independence of judgment in concrete cases.</p> <p>For the "Business economics and strategies" discipline, there will be an intermediate written test (optional) lasting approximately one hour, followed by a short oral exam (1-3 questions) aimed at verifying the knowledge acquired, the processing skills and the possession of adequate expository capacity, and a final oral test (for all students) aimed at ascertaining the possession of the skills and knowledge of the subjects covered during the course. The topics of the exam will reflect those dealt with during the course and indicated in the syllabus. Students will be then led to reflect on the main issues about the management of an agrifood firm.</p> <p>For the "Market Economy and Marketing of agro-zootechnical products" course, a final assessment is foreseen, by drafting a Strategic Marketing planning of a case study and an oral exam.</p> <p>For ERASMUS students the exam for both courses will consist of a written test with closed-ended questions, true or false questions and open-ended questions. The exam is passed if the mark, expressed in thirtieths, is at least 18/30 for both courses. The evaluation is determined on the basis of the following criteria:  -The minimum mark (18/30) is given to those who demonstrate a basic understanding of the core content of the course.  -A low evaluation (19-22 / 30) is given to those who demonstrate an</p>

	<p>understanding of the disciplinary content, although with obvious gaps.</p> <p>-An intermediate evaluation (23-25 / 30) is given to those who demonstrate an understanding of the disciplinary content, although with some gaps.</p> <p>-An average-high evaluation (26-29 / 30) is given to those who demonstrate an understanding of the disciplinary content with slight gaps.</p> <p>-A high rating (30-30 credits / 30) is given to those who demonstrate a complete understanding of the disciplinary content and the autonomous ability to process them.</p> <p>The final mark, expressed in thirtieths, is given by the arithmetic mean of the marks obtained in the two courses.</p>
<b>TEACHING METHODS</b>	The teaching method provides for both disciplines traditional lectures, exercises, agri-food companies visits, classroom discussion of case studies, and presentation of management experiences by corporate witnesses selected on the basis of their experience and skills.

<p><b>MODULE</b></p> <p><b>MARKET ECONOMICS AND MARKETING OF AGRI-ZOOTECNICAL PRODUCTS</b></p> <p><i>Prof.ssa GIUSEPPINA MIGLIORE</i></p>	
<b>SUGGESTED BIBLIOGRAPHY</b>	
<p>Kotler P, Amstrong G., Ancarani F., Costabile M. (2015). Principi di Marketing. Pearson Ed.</p> <p>Peter J.P., Donnelly J.H.Jr., Pratesi C.A. (2013). Marketing, McGraw-Hill Ed.</p> <p>Appunti delle lezioni e materiale didattico fornito dal docente durante il corso.</p>	
<b>AMBIT</b>	50547-Discipline economico gestionali
<b>INDIVIDUAL STUDY (Hrs)</b>	90
<b>COURSE ACTIVITY (Hrs)</b>	60
<b>EDUCATIONAL OBJECTIVES OF THE MODULE</b>	
<p>The course aims to provide students with the basic skills for managing a strategic marketing process within an agribusiness enterprise. The approach followed is that of the supply chain, oriented to the enhancement of the quality, and to the economic, social and environmental sustainability of agro-zootecnical productions. The course also aims to provide students with the knowledge and tools for the application of agri-food marketing in relation to consumers characteristics and new consumption trends, and the main factors characterizing the agro-zootecnical production and its distribution and communication, as well as to identify the appropriate tools for implementing appropriate strategies through a marketing plan aimed at enhancing sustainable agro-zootecnical products on market.</p>	

## SYLLABUS

Hrs	Frontal teaching
1	Introduction to the Course: objectives, contents, methods of work, exams.
2	Agri-food marketing e Marketing processes
4	The market for agri-food products and consumers: characterization of consumer goods
6	Consumer behaviour, purchasing process and interpretative models. The consumption determinants: external factors, social norms, internal factors affecting consumer behaviour
4	Evolution of food consumption patterns related to health, animal welfare and social, economic and environmental sustainability.
2	Consumption trend in Italy
2	Marketing plan: Designing the strategy and the relationship with consumers
4	Market segmentation and Marketing mix
8	The product; life cycle of the product; Packaging, labels Reg (UE) N. 1169/2011 and certifications
2	The Price: economic and competitive relevance; determination and pricing policies.
2	Commercial distribution: choices relating to distribution channels. Distribution typology and characteristics. Distribution strategies
5	Communicate to the market. Communication strategies for sustainable agro-zootecnical products. Promotional and communication tools. Framed messages and their classification
Hrs	Practice
10	Practical applications on issues related to market and agri-food marketing, analysis of communication through websites and social networks pages of agri-food enterprises and simulation of a marketing process in the business environment.
Hrs	Others
8	Educational visits at agro-zootecnical enterprises, and/or seminars with market managers

**MODULE  
ECONOMICS AND STRATEGY FOR BUSINESS**

*Prof.ssa VALERIA BORSELLINO*

**SUGGESTED BIBLIOGRAPHY**

Tunisini, A., Ferrucci, L., & Pencarelli, T. (2020). *Economia e management delle imprese. Strategie e strumenti per la competitività e la gestione aziendale.* Hoepli. 2a Ed. ISBN: 9788820398804  
 Sciarelli, S. (2020). *La gestione dell'impresa: tra teoria e pratica aziendale.* Wolters Kluwer. 11a ed. ISBN 9788813372583  
 Lipparini, A. (2007). *Economia e gestione delle imprese.* Il Mulino, Bologna. ISBN 978-88-15-09520-6  
 Grant R.M. (2020), *L'analisi strategica per le decisioni aziendali,* Il Mulino. 6a ed. ISBN 978-88-15-28770-0  
 Tieghi M. Gigli S., 2018. *Introduzione alla contabilità e al bilancio di esercizio.* 2a ed. ISBN 978-88-15-27872-2  
 Airoidi, G., Brunetti, G., & Coda, V. (2020). *Corso di economia aziendale.* Il Mulino. ISBN: 9788815290953  
 Altro materiale sarà fornito durante il corso.

<b>AMBIT</b>	50547-Discipline economico gestionali
<b>INDIVIDUAL STUDY (Hrs)</b>	90
<b>COURSE ACTIVITY (Hrs)</b>	60

**EDUCATIONAL OBJECTIVES OF THE MODULE**

The course aims to provide students with the main theoretical and practical tools to better understand the sustainable management (i.e., in economical, environmental and social terms) of agri-food firms, as well as those processing and marketing products of animal origin, and to understand their main developing dynamics. It will also provide the basic elements useful to find the sources of competitive advantage and of the success of the business and corporate strategy, as well as for the reading of a financial statement and the assessment of firms' performance.

**SYLLABUS**

<b>Hrs</b>	<b>Frontal teaching</b>
1	Objectives of the course and its subdivision.
13	Elements of business economics: - Civil law definition of entrepreneur and different types of firms. The firm as a socio-technical system. The enterprise as a cognitive system. The firm as a sustainable system. The concept of sustainability and firm sustainability. Sustainable and responsible corporate management (Corporate Social Responsibility). - The variety of national and sectoral contexts. - Enterprise, environment, market: the relationship between the enterprise and the competitive environment. The concepts of environment and market. The general subsystems of the environmental context. PESTEL analysis. Micro-environment and macro-environment. -The corporate people. Entrepreneur and Manager. Theories on entrepreneurial goals. Stakeholder theory. - Roles and functions of the enterprise.
8	The management operations. The production process cycles. The dynamics of values: financial and economic values of income and capital. The table of sources and uses. Financial statements. Analysis of business capital. The balance sheet. Income analysis. The income statement. The Italian format of the income statement. The balance sheet ratios.
16	The concept of strategy. Mission and Vision. Strategy formulation process: - The definition of the business. Abel's model. - Analysis of external factors: structure-conduct-performance paradigm. The five forces framework (Porter). -The analysis of internal factors: the resource-based theory. Resources and skills; Distinctive skills. -SWOT analysis and TOWS analysis. The value chain and competitive advantage. Competitive strategies: cost advantage and differentiation advantage; focus strategy. Development strategies: 1. single-sector development: horizontal integration and vertical integration; 2 multi-sector development: production diversification and internationalization.
4	Organizational planning choices. People in companies: management approaches. General principles. Simple structure, Functional structure, Divisional structure. Holding company structure. Project structure. Matrix structure.
2	Quality and Sustainability Certification and Management Systems in agri-food chains, including those concerning the processing and marketing of products of animal origin
<b>Hrs</b>	<b>Practice</b>
6	Exercises on the topics discussed during the course by means of a written test with open-ended, multiple choice, true/false questions and by means of a test on the Kahoot platform with multiple choice and true/false questions.
<b>Hrs</b>	<b>Others</b>
5	Presentation of management experiences by corporate witnesses selected on the base of their experience and skills in the aim of providing a practical response to the topics discussed in class.
5	Visits to agro-zootechnical enterprises selected on the base of their experience and skills