



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società		
ACADEMIC YEAR	2024/2025		
MASTER'S DEGREE (MSC)	FOOD COMMUNICATION		
INTEGRATED COURSE	MEDITERRANEAN FOOD SYSTEMS AND SUPPLY CHAINS		
CODE	23017		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	AGR/01, AGR/03		
HEAD PROFESSOR(S)	COLUMBA PIETRO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)	COLUMBA PIETRO	Professore Ordinario	Univ. di PALERMO
	INGLESE PAOLO	Professore Ordinario	Univ. di PALERMO
CREDITS	9		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	COLUMBA PIETRO Monday 10:00 13:00 Edificio 4, Piano 1°, Stanza 112 Thursday 10:00 13:00 Edificio 4, Piano 1°, Stanza 112 INGLESE PAOLO Wednesday 08:00 10:00 Viale delle Scienze, Ed. 4 Dipartimento di Scienze Agrarie e Forestali Friday 08:00 10:00 Viale delle Scienze, Ed. 4 Dipartimento di Scienze Agrarie e Forestali		

PREREQUISITES	The course does not require specific pre-requisites. The student must possess the knowledge of a graduate as defined in the admission criteria for the master's degree COMUNICAZIONE PER L'ENOGASTRONOMIA.
LEARNING OUTCOMES	<p>Knowledge and understanding.</p> <p>The course provides the elements for knowledge of certification procedures, business adaptation and related economic problems. Students acquire the ability to understand the characteristics of agri-food products, the importance of agricultural tradition, the characteristics of agro-industrial transformation. They acquire the ability to understand the effectiveness of entrepreneurial strategies based on quality and competitiveness relating to the territory. Furthermore, students acquire professional skills for the promotion and valorisation of agri-food production. Teaching also allows you to acquire the ability to use the specific language of this discipline.</p> <p>Ability to apply knowledge and understanding</p> <p>The presentation and development of real case studies is aimed at achieving the ability to apply knowledge to entrepreneurial problems: organization of the offer; valorisation of territorial resources.</p> <p>Autonomy of judgement</p> <p>Following the learning of the contents administered, the student acquires autonomous judgment skills regarding entrepreneurial choices: feasibility, economic convenience, strategic opportunity, impact on the environment and the community. Furthermore, it acquires the ability to evaluate the implications of the socio-cultural determinants that characterize the agri-food system - production, distribution and consumption - the social implications of communicating the quality and healthiness of food.</p> <p>Communication skills</p> <p>The drafting of original papers, even as a group, and their presentation in the classroom, develops the ability to communicate the objectives, opportunities, environmental impacts, difficulties and advantages of individual entrepreneurial initiatives or in association between companies or operators of the agricultural system.</p> <p>Learning ability</p> <p>The skills acquired during the course will allow the student to continue learning by independently studying research, articles and regulatory innovations, grasping their significant features.</p> <p>At the end of the training course, the master's graduate will be able to access advanced training levels such as second level master's degrees, in-depth courses and specialist seminars in the food and wine quality and marketing sector.</p>
ASSESSMENT METHODS	<p>The learning assessment includes at least one ongoing assessment. At the end of the course, a final written test is carried out. This test may consist of a presentation in the classroom by each student of a paper illustrating a hypothetical start-up based on the valorisation of quality agri-food.</p> <p>The subsequent exam sessions involve only an oral exam.</p> <p>The minimum grade (18/30) is assigned to the demonstration of clear knowledge of the essential contents of the course.</p> <p>An intermediate evaluation (19-25/30) is assigned to those who demonstrate an understanding of the disciplinary contents despite obvious gaps.</p> <p>A medium-high rating (26-29/30) is assigned to those who demonstrate an understanding of the disciplinary contents with slight gaps.</p> <p>A high rating (30-30 honors/30) is assigned to those who demonstrate a complete understanding of the disciplinary contents and the independent ability to process them.</p> <p>Tools will be guaranteed for students with disabilities and neurodiversity compensatory and dispensatory measures identified by CeNDis - University Center for Disability and Neurodiversity, based on specific needs and in implementation of current legislation.</p>
TEACHING METHODS	<p>About 70% of teaching is structured through frontal lessons. The remaining hours are divided between application activities, ongoing checks and drafting a project document.</p> <p>The program is the same for attending and non-attending students.</p> <p>Erasmus students are kindly requested to contact the professor as soon as possible for further information on course contents and readings.</p>

MODULE
MEDITERRANEAN SUPPLY CHAINS: TRADITION, CULTURE, LANDSCAPE AND FUTURE

Prof. PAOLO INGLESE

SUGGESTED BIBLIOGRAPHY

Emilio Sereni, Storia del Paesaggio Italiano, 2001 Laterza
 Agrumi - E. Tribulato e Paolo Inglese, 212 Bayer Crop Science
 Ulivo e Olio, Michele Pisante, Paolo Inglese, 2009 Bayer Crop Science

AMBIT	21051-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	110
COURSE ACTIVITY (Hrs)	40

EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to provide the essential knowledge for understanding agricultural models and Mediterranean agri-food chains and their relationships with food tradition, historical and landscape, gastronomic value. The course will analyze the historical foundations and the evolution of fruit systems and the main supply chains that characterize them: olive, citrus, viticulture, nuts, and other fruit trees together with the cereal supply chain. The course provides the essential elements for the knowledge of the Italian agri-food system and of the Mediterranean one in particular. The ultimate goal is that students understand the role and meaning of Mediterranean products, acquiring the ability to enhance them in a conscious way

SYLLABUS

Hrs	Frontal teaching
2	Introduction to the course, objectives, teaching methods, contents, checks
8	The olive oil and table olives supply chain: history and evolution, production systems and products in the world, product quality, cultural, historical, landscape and gastronomic significance
8	The citrus supply chain and landscape: history and evolution, production systems and products in the world, product quality, cultural, historical, landscape and gastronomic significance
8	The dry nuts (Almond and pistachio) supply chain: history and evolution, production systems and products in the world, product quality, cultural, historical, landscape and gastronomic significance
4	The tropical fruit in the Mediterranean area: history and evolution, production systems and products in the world, product quality, cultural, historical, landscape and gastronomic significance
4	The wheat and bread supply chain: history and evolution, production systems and products in the world, product quality, cultural, historical, landscape and gastronomic significance
Hrs	Practice
6	Design of food and wine promotion initiatives

MODULE
QUALITY AGRI-FOOD SYSTEMS

Prof. PIETRO COLUMBA

SUGGESTED BIBLIOGRAPHY

Il docente fornirà articoli scientifici e altri testi di riferimento.

AMBIT	21051-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	55
COURSE ACTIVITY (Hrs)	20

EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to provide the essential knowledge for the valorisation of the products obtained from the Mediterranean food supply chains. To this end, it addresses the issues of the evolution of the socio-economic model towards obtaining goods of high gastronomic value, deriving from the relationship with the territory, characterized by food wholesomeness and environmental sustainability. In this context, certification procedures, company adaptation and the relational dynamics of local quality systems take on particular importance.

Students will be provided with the elements to understand how the enhancement of quality agri-food products contributes to defining local development paths and contributes to the competitiveness of the territory. The relationships between quality agri-food production and tourist use will also be highlighted.

Compensatory tools and dispensatory measures will be guaranteed by the Disability and Neurodiversity Center - University of Palermo (Ce.N.Dis.) to students with disabilities and neurodiversity, based on specific needs and in implementation of current legislation

SYLLABUS

Hrs	Frontal teaching
2	Introduction to the course, objectives, teaching methods, contents, checks.
2	The economics of the environment, health and well-being.
4	The specificity of the quality agri-food chain
4	Quality certifications
2	The Mediterranean diet: a model of socio-economic development

Hrs	Practice
6	Design of food and wine promotion initiatives