

Syllabus

Course Description

Course Title	Rural Appraisal and Marketing for the Agricultural and Forestry Sector
Course Code	40221
Course Title Additional	
Scientific-Disciplinary Sector	AGRI-01/A
Language	Italian
Degree Course	Bachelor in Sustainable Agriculture and Forestry in Mountain Environments
Other Degree Courses (Loaned)	
Lecturers	dr. Massimiliano Calvia, Massimiliano.Calvia@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/50382 dr. Alberto Ceccacci, Alberto.Ceccacci@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/55112
Teaching Assistant	
Semester	First semester
Course Year/s	2
CP	5
Teaching Hours	30
Lab Hours	20
Individual Study Hours	15
Planned Office Hours	75
Contents Summary	Appraisal: the Rural Appraisal module provides students with the knowledge and methodological tools for economic valuation in agriculture: from the appraisal of farmland and rural buildings to investment appraisal, with applications in the legal, environmental and land-registry fields. Upon completion of the course, students

	must be able to draw up appraisals, technical-economic analyzes of investments in the technical-professional fields typical of the rural assessment of both the agro-livestock farm and the agro-food chain. Marketing: this module aims to provide students with fundamental marketing knowledge and an understanding of its application within the agri-food and forest market, ranging from raw materials (commodities) to finished products. Key objectives include: 1) understanding the economic principles underlying marketing; 2) understanding the market and its key players, with a particular focus on meeting demand through the value enhancement of agri-food and forest products; 3) understanding marketing tools and strategies suitable for addressing agri-food and forest market dynamics, using concrete examples (case studies). By the end of the course, students will be able to apply marketing concepts and tools critically and independently to enhance the value of agri-food and forest products.
Course Topics	Marketing: 1. Introduction to economic reasoning; 2. fundamentals of marketing, with a particular focus on the agri-food and forest market; 3. Analysis of case studies related to agri-food and forest marketing. Appraisal: 1. rural appraisal; 2. environmental appraisal; 3. investment appraisal; 4. cadastre.
Keywords	Marketing; appraisal.
Recommended Prerequisites	
Propaedeutic Courses	No
Teaching Format	Marketing (30 hours): PowerPoint slides will be available on Teams at the end of each lesson. Any other relevant materials (papers, case studies, etc.) will be made available on Teams. The instructor will encourage discussion in class. At least one meeting with experts in the agri-food and/or forest sector will be organized. Appraisal (20 hours): frontal lectures, exercises. Teaching material (slides, papers) will be provided at the end of each unit.
Mandatory Attendance	No

Specific Educational Objectives and Learning Outcomes	Knowledge and Understanding The degree course provides advanced knowledge for the training of professionals capable of carrying out management and coordination activities in mountain and forestry agriculture, as well as effectively preparing students for possible further studies. The knowledge and skills acquired provide graduates with planning, management, control, coordination and training skills in agriculture and forestry. All these skills will be transmitted to the graduates by means of face-to-face lecturing, technical and practical laboratory exercises, field exercises and educational-scientific excursions. The elaboration of the experimental thesis may be carried out both in the faculty's laboratories and in companies and local authorities. At the end of their studies, the three-year graduate at Sustainable agriculture and forest management in mountain environment possesses basic knowledge of mathematics, physics, chemistry, statistics, and the biology of plant and animal organisms and microorganisms. The expected learning outcomes can therefore be summarised as: knowledge of the atomic-molecular constitution of bodies and the role of chemical bonds and structure on the properties of materials being able to read and understand advanced texts relating to the various aspects characterising the agrarian and agro-forestry environment in mountainous areas being able to communicate and discuss issues relating to the training course in an appropriate manner in the three languages (Italian, English, German). "The knowledge and comprehension skills listed above are achieved through participation in lectures, practical exercises, seminars, and through guided personal and individual study as envisaged by the training activities offered. Some courses in the syllabus may be offered in a dual mode (lectures face-to-face and in video-recorded form and made available on the university intranet platform)" The assessment of the achievement of learning outcomes takes place mainly by means of exams and possible in -progress tests. The tests may be written and/or oral, and may also consist of reports and oral presentations of projects or seminars. Ability to apply knowledge and understanding
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	In addition to acquiring a solid scientific-technological foundation, the ability to tackle new problems, both practical and real, is stimulated, with the aim of enabling the student to acquire a working method. The three-year graduate in sustainable agriculture and forest management in a mountain environment, thanks to a technical-scientific training integrated with economic-managerial subjects, must: knowing how to operate the farm properly; knowing how to handle the production of agricultural products; to know how to set up and manage sustainable agricultural/forestry systems in mountain environmental contexts, based on knowledge of agricultural production systems and their economic and marketing aspects, considering environmental impact, product quality and consumer health; The ability to apply knowledge is achieved through critical reflection on the texts proposed for individual study stimulated by classroom activities, the study of research and application cases shown by the lecturers, the performance of practical laboratory and field exercises, bibliographical research, individual and/or group projects as part of the fundamental and optional courses included in the teaching plan, as well as during the internship and preparation for the final examination. The tests carried out by means of written and/or oral examinations, reports and exercises include the performance of specific tasks in which the student demonstrates mastery of tools, methodologies and critical autonomy. In the internship activities, the verification takes place through the presentation of a report by the student to the teacher of reference. Making judgements At the end of their studies, graduates possess an awareness and autonomy of judgement that enable them to acquire the necessary information, and to assess its implications in a production, environmental and market context, to implement interventions to improve the quality, efficiency and sustainability of agricultural/forestry production processes. In accordance with the knowledge acquired, the graduate is able to make independent judgments on problems relating to the overall management of the agricultural enterprise and relevant to his or her professional activity;
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	Autonomy of judgement is developed and verified through the exercise activities, the organised seminars, the preparation of papers as part of the teaching, as well as during the internship activity and the activity assigned by the lecturer for the preparation of the final examination. Communication skills The graduate has the ability to use the most modern and effective means of communication to disseminate the research carried out and the analyses relating to the problems of agro-forestry and forest management; he/she is able to deal with the production realities in the agro-forestry sector and to interact with figures from the sector and related sectors. Communication skills are particularly developed during exercises, the organised seminars, as well as during training activities that also involve the preparation of reports and written documents and the oral presentation of the same. Since the course is trilingual, graduates are able to communicate correctly, in written and oral form, in Italian and in two other languages (German and English). In tutorial activities and seminars, students are encouraged to speak publicly in order to improve their ability to describe clearly and comprehensibly any doubts and/or requests for clarification on specific topics. The acquisition and evaluation/verification of the achievement of communication skills are also provided for during the internship and the final report, as well as when writing and discussing the final paper. Learning skills The degree course provides the basic cognitive tools indispensable for the continuous updating of knowledge, also with tools that make use of new communication and information technologies. The graduate is able to apply the developed learning methods and tools to update and deepen the studied contents, also in professional contexts and to undertake further studies.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	written exam

Evaluation Criteria	matching between the topics explained in class and the exam questions (final mark: marketing 60% - appraisal 40%).
Required Readings	marketing: slides and chapters provided by the teacher. appraisal: Gallerani, V., Viaggi, D., & Zanni, G. (2011). <i>Manuale di estimo</i>. Seconda edizione. McGraw-Hill.
Supplementary Readings	marketing: slides and chapters provided by the teacher. appraisal: Gallerani, V., Viaggi, D., & Zanni, G. (2011). <i>Manuale di estimo</i>. Seconda edizione. McGraw-Hill.
Further Information	
Sustainable Development Goals (SDGs)	No poverty, Zero hunger, Partnerships for the goals, Responsible consumption and production, Life on land, Decent work and economic growth