Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Rural and agricultural development
Code der Lehrveranstaltung	47304
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	
Sprache	Englisch
Studiengang	Master in Smarte nachhaltige Landwirtschaftssysteme in Berggebieten
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Ao. Univ. Prof. Dipl.-Ing. Dr. Hans Karl Wytrzens, HansKarl.Wytrzens@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/200 Prof. Dr. Christian Diethard Fischer, Christian.Fischer@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/9009
Wissensch. Mitarbeiter/Mitarbeiterin	Dott. Nicola Miceli
Semester	Erstes Semester
Studienjahr/e	1
KP	9
Vorlesungsstunden	54
Laboratoriumsstunden	36
Stunden für individuelles Studium	135
Vorgesehene Sprechzeiten	18
Inhaltsangabe	The course introduces the topic of sustainable development of mountain areas. Theoretical concepts as well as practical

	approaches to rural and agricultural development are presented and discussed. One focus is tourism and the production and marketing of regional and local products both food and non-food. By reviewing applied economic development and related literature, the student gains an in-depth understanding of the underlying theories. By acquiring professional skills and knowledge about project management students become familiar with practical implementation tools too. The discussion of practical examples from the European alpine area and excursions to projects and organizations dealing with tourism and regional product development complements the course work. Thus, students should gain an overview of the use of rural development instruments and the mastering planning methods. Module 1: Agricultural development, sustainable tourism and regional products (6 ECTS) The module will cover the following topics: (1) Introduction; (2) Definitions and concepts of economic development; (3) Agricultural transformation and integrated rural development – globally and locally; (4) EU and international rural and mountain development policies, programmes and initiatives; (5) Tourism fundamentals: definitions, facts and figures; (6) Sustainable tourism: definitions, concepts and examples; (7) Regional products and geographic indications (8) Local products, the circular economy and global value chains; (9) Mountain products and island farming; (10) Presentation of study projects; (11) Summary and conclusions. Module 2: Rural project design and management (3 ETCS) The module is a practical introduction to project development and management. It shows the applicability of project management in regional development as well as in tourism and food industry by focusing on: (1) Feasibility checks and systematic creation of project ideas; (2) Project phases, types and context (stakeholder analysis);

	(3) Project plans (scope planning, work breakdown structure, scheduling, resource planning, cost estimating); (4) Project realization (motivation, controlling, getting projects back on track); (5) Project termination and evaluation.
Themen der Lehrveranstaltung	See module topics
Stichwörter	Ländliche Entwicklung; landwirtschaftliche Entwicklung; Entwicklung der Berggebiete; nachhaltiger Bergtourismus; regionale und lokale Produkte; ländliche Planung; Projektmanagement
Empfohlene Voraussetzungen	Keine
Propädeutische Lehrveranstaltungen	No
Unterrichtsform	Vorlesungen, Diskussionen und Projektarbeit
Anwesenheitspflicht	No
Spezifische Bildungsziele und erwartete Lernergebnisse	Knowledge and Understanding -->\n- Comprehensively analyze mountain farms in terms of economic performance and the impact of production on natural resources and the environment - Integrate social, environmental, productive, and economic aspects into the development of mountain farms, including the sustainable development of tourism and local products - Recognize new fields of work and opportunities for the economic development of mountain farms - Evaluate typical mountain farming operations and their impact on society and design the most appropriate development strategies - Actively participate in research projects in the field of mountain agriculture - Collaborate with other professionals in the fields of architecture, engineering, and natural sciences - Work in interdisciplinary, national, and international teams - Facilitate stakeholder participation in the sustainable development of mountain farms - Identify new employment and economic development opportunities for mountain farms

	Ability to apply knowledge and understanding --> Graduates of the Master's degree program (Master SAM) are equipped with a solid scientific and technical foundation that enables them to address and solve complex problems. Thanks to their scientific and technical training in agriculture, economics, and management, graduates are able to develop analyses and plans for the development and management of agricultural businesses in mountainous regions, taking into account their specificity and multifunctionality (ecosystem services). In these specialized fields, graduates are able to coordinate interdisciplinary groups in the agricultural sector. The ability to apply acquired specialized knowledge is achieved through critical reflection on the course materials and classroom learning activities, complemented by case study analysis and practical exercises conducted by instructors. Furthermore, practical exercises in the laboratory, computer, and field are included, as well as field trips, literature research, the development of individual and/or group projects, and the preparation of the final thesis. The assessment of success (oral and written exams, seminar reports) and the exercises are designed in such a way that graduates must demonstrate mastery of the work tools, the methods learned, and a critical and independent way of working. Autonomy of judgement --> - identify new job and economic development opportunities for mountain farms; - analyze data and information to independently assess the quality and effectiveness of results obtained in designing strategies to manage difficulties. - make independent decisions on professional issues. These may specifically concern the feasibility of agricultural projects. - evaluate quality assurance systems for agricultural products, including those in the tourism sector, and the methods for defining internal and external quality criteria. - plan activities and strategies based on predefined objectives, taking into account timeframes and methods. Communication Skills --> Graduates will be able to work professionally in one or more foreign languages. Mandatory courses and elective courses are

	taught in English. Additionally, some elective courses may be offered in Italian or German. In accordance with unibz's trilingualism policy, the unibz Language Centre offers the opportunity to take extracurricular courses (levels A1-C1) in Italian and German. Graduates will be able to communicate fluently with other professional groups they work with and will be able to participate in European projects with foreign partners thanks to the international focus of the Master's program. Written and oral communication skills are promoted through seminars, excursions, exercises, and teaching activities, which include the preparation of reports and written documents and their oral presentation in English and, where appropriate, in Italian and German in elective subjects. The aforementioned communication skills are also acquired and assessed/verified through the writing of the final thesis and its defense in English. The master's degree program also promotes the acquisition of additional language skills in German and Italian. This should enable graduates to successfully enter the international job market (e.g., Austria-Switzerland-Italy-Germany). Learning Capacity --> Graduates will be able to manage complex projects thanks to the specialized knowledge acquired during their studies. They will be able to continuously expand and update the specialized knowledge acquired during their studies. They will learn to use the most modern methods to competently perform analyses, project planning, and management measures in their professional lives. Graduates will be able to use various information systems to further their cultural and professional development. They will also be able to choose the methods and training paths best suited to their cultural and professional development. Graduates will be able to manage complex projects thanks to the specialized knowledge acquired during their studies. They will be able to continuously expand and update the specialized knowledge acquired during their studies. They will learn to use the most modern methods to competently perform analyses, project planning, and management measures in their professional lives. Graduates will be able to use various information systems to further their cultural and professional development. They will also be able to choose the

	methods and training paths best suited to their cultural and professional development. Learning skills are encouraged throughout the degree program. Special emphasis is placed on individual study, especially in completing group work on proposed topics. This skill is enhanced during compulsory lectures, which include group work, and subsequently in the preparation of the final thesis. Learning progress is assessed regularly throughout the courses and during the preparation of the final thesis. Specifically, this practice-oriented program involves working in small groups (3-5 students) on a shared project (e.g., a plan for the development of agricultural businesses in mountain areas), from the initial stages (development of objectives and measures, collection of available data) to cooperation with various stakeholders (e.g., public administration, mountain agriculture advisory center, farmers' association), which also includes communication activities for agriculture and society. The projects are carried out under the supervision of two or more professors, with exchanges between students and the private companies and/or public authorities involved. Learning skills are assessed through continuous assessment during the learning units and in the preparation of the final thesis.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	Nach erfolgreichem Abschluss des Kurses werden die Studierenden in der Lage sein: 1. Grundlegende Theorien und Konzepte der nachhaltigen Tourismusentwicklung sowie der Produktion und Vermarktung regionaler/lokaler Produkte zu kennen (Wissen und Verstehen) 2. Wirtschaftliche Disparitäten und ihre Auswirkungen auf die ländliche Entwicklung zu verstehen (Wissen und Verstehen). 3. Marktchancen für nachhaltigen Tourismus und regionale/lokale Produktentwicklung erkennen 4. Durchführbarkeit von Projekten prüfen; Projektziele, Leistungen, Ausschlüsse und Grenzen formulieren (Anwenden). 5) Projektaktivitäten professionell planen und durchführen (Anwenden). 6. Soziale, ökologische und wirtschaftliche Chancen und Risiken der ländlichen Entwicklung erkennen und bewerten (Beurteilen). 7. Dokumente und Prozesse des Projektmanagements kritisch beurteilen (Beurteilen). 8. Auswirkungen von Entwicklungsinitiativen beurteilen

	(Beurteilen). 9. Umsetzungsinitiativen planen (Anwenden) 10. Ländliche Innovationspartnerschaften schaffen, um den Erfolg solcher Projekte zu sichern (Anwenden). 11 Methoden und Instrumente zur Entwicklung ländlicher Entwicklungsstrategien anwenden (Anwenden).
Art der Prüfung	Die Endnote des Kurses wird als gewichteter Durchschnitt (entsprechend den Leistungspunkten: Modul 1: 67%; Modul 2: 33%) der in den beiden Modulen erzielten Endnoten berechnet. Die Leistungsbewertung des Studierenden besteht aus einer schriftlichen Abschlussprüfung (70 % bis 100 % der Gesamtkursnote) und möglicherweise den Ergebnissen der Projektarbeit (0-30 % der Gesamtnote). Die schriftliche Prüfung dauert bis zu 180 Minuten und besteht aus 3-8 Prüfungsfragen, die für jedes Modul getrennt gestellt werden. Modul 2 wird als Open-Book-Prüfung durchgeführt. Das mögliche Gruppenprojekt wird durch eine Abschlusspräsentation der Projektergebnisse bewertet.
Bewertungskriterien	Die schriftliche Prüfung wird auf der Grundlage der Korrektheit, der Klarheit der Antworten, der Fähigkeit, Themen zusammenzufassen, zu bewerten und Verbindungen zwischen Themen herzustellen, sowie der Fähigkeit, Methoden und Theorien anzuwenden, bewertet. Die Studienprojektarbeit aller drei Module wird auf der Grundlage des Inhalts und des Formats der Präsentation und/oder der Qualität des mündlichen Vortrags bewertet.
Pflichtliteratur	Siehe Modul-Liste
Weiterführende Literatur	Siehe Modul-Liste
Weitere Informationen	Keine
Ziele für nachhaltige Entwicklung (SDGs)	Keine Armut, Leben an Land, Nachhaltiger Konsum und Produktion, Kein Hunger

Kursmodul

Titel des Bestandteils der Lehrveranstaltung	Agricultural development, sustainable tourism and regional products
Code der Lehrveranstaltung	47304A
Wissenschaftlich-disziplinärer Bereich	AGRI-01/A
Sprache	Englisch
Dozenten/Dozentinnen	Prof. Dr. Christian Diethard Fischer, Christian.Fischer@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/9009
Wissensch. Mitarbeiter/Mitarbeiterin	Dott. Nicola Miceli
Semester	Erstes Semester
KP	6
Verantwortliche/r Dozent/in	
Vorlesungsstunden	36
Laboratoriumsstunden	24
Stunden für individuelles Studium	90
Vorgesehene Sprechzeiten	9
Inhaltsangabe	Module 1: Agricultural development, sustainable tourism and regional products (6 ECTS) The module will cover the following topics: (1) Introduction; (2) Definitions and concepts of economic development; (3) Agricultural transformation and integrated rural development – globally and locally; (4) EU and international rural and mountain development policies, programmes and initiatives; (5) Tourism fundamentals: definitions, facts and figures; (6) Sustainable tourism: definitions, concepts and examples; (7) Regional products and geographic indications (8) Local products, the circular economy and global value chains;

	(9) Mountain products and island farming; (10) Presentation of study projects; (11) Summary and conclusions.
Themen der Lehrveranstaltung	Der Kurs behandelt die folgenden Themen: 1. Einführung 2. Definitionen und Konzepte der wirtschaftlichen Entwicklung 3. Landwirtschaftliche Transformation und integrierte ländliche Entwicklung - global und lokal 4. Politik, Programme und Initiativen der EU und der internationalen Gemeinschaft zur Entwicklung des ländlichen Raums und der Berggebiete 5. Grundlagen des Tourismus: Definitionen, Fakten und Zahlen 6. Nachhaltiger Tourismus: Definitionen, Konzepte und Beispiele 7. Regionale Produkte und geografische Angaben 8. Lokale Produkte, die Kreislaufwirtschaft und globale Wertschöpfungsketten 9. Bergprodukte und Insellandwirtschaft 10 Vorstellung von Studienprojekten 11. Zusammenfassung und Schlussfolgerungen
Unterrichtsform	Vorlesungen, Diskussionen und Projektarbeit
Pflichtliteratur	Vortragsfolien und Materialien
Weiterführende Literatur	• Todaro, M. & Smith, S. (2020): *Economic Development*. 13th edition. Pearson, Addison-Wesley. Boston, USA • Antle, J. & Ray, S. (2020): *Sustainable Agricultural Development - An Economic Perspective*. Palgrave McMillan (Springer), Schweiz

Kursmodul

Titel des Bestandteils der Lehrveranstaltung	Rural project design and management
Code der Lehrveranstaltung	47304B
Wissenschaftlich-disziplinärer Bereich	AGRI-01/A
Sprache	Englisch
Dozenten/Dozentinnen	Ao. Univ. Prof. Dipl.-Ing. Dr. Hans Karl Wytrzens, HansKarl.Wytrzens@unibz.it

	https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/200
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
KP	3
Verantwortliche/r Dozent/in	
Vorlesungsstunden	18
Laboratoriumsstunden	12
Stunden für individuelles Studium	45
Vorgesehene Sprechzeiten	9
Inhaltsangabe	Module 2: Rural project design and management (3 ETCS) The module is a practical introduction to project development and management. It shows the applicability of project management in regional development as well as in tourism and food industry by focusing on: (1) Feasibility checks and systematic creation of project ideas; (2) Project phases, types and context (stakeholder analysis); (3) Project plans (scope planning, work breakdown structure, scheduling, resource planning, cost estimating); (4) Project realization (motivation, controlling, getting projects back on track); (5) Project termination and evaluation.
Themen der Lehrveranstaltung	• Machbarkeitsprüfungen und systematische Entwicklung von Projektideen • Projektphasen, -typen und -kontext (Stakeholder-Analyse) • Projektpläne (Umfangsplanung, Projektstrukturplan, Terminplanung, Ressourcenplanung, Kostenschätzung) • Projektumsetzung (Motivation, Controlling, Projekte wieder auf Kurs bringen) • Projektabschluss und -bewertung
Unterrichtsform	Auf die theoretischen Inhalte folgen interaktive Übungen, Diskussionen, praktische Teamarbeit und Fallstudien. Systematisches Feedback seitens der Lehrkraft rundet jede Unterrichtseinheit ab.
Pflichtliteratur	Wytrzens H. (2017) *Projektmanagement – Der erfolgreiche*

	Einstieg. 5., erweiterte Auflage. Facultas, Wien.
Weiterführende Literatur	· Bericht über ländliche Armut 2011: Internationaler Fonds für landwirtschaftliche Entwicklung (IFAD), Rom. Italien. · Moseley, M. (2003): *Ländliche Entwicklung – Grundsätze und Praxis*. Sage Publishing, London, Großbritannien. · Green, G. P. (2013): *Handbuch der ländlichen Entwicklung*. Edward Elgar Publishing, Cheltenham, Großbritannien. · Heijman W und Schipper R. (2010) *Raum und Wirtschaft – Eine Einführung in die Regionalökonomie*. Wageningen Academic Publishers · PMBOK Guide (2000) *A Guide to the Project Management Body of Knowledge*. Project Management Institute Newtwon. · Richman, L. (2002) *Projektmanagement Schritt für Schritt* Amacom, New York.