Syllabus

Course Description

Course Title	Rural and agricultural development
Course Code	47304
Course Title Additional	
Scientific-Disciplinary Sector	
Language	English
Degree Course	Master in Smart Sustainable Agriculture Systems in Mountain Areas
Other Degree Courses (Loaned)	
Lecturers	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
Teaching Assistant	Dott. Nicola Miceli
Semester	First semester
Course Year/s	1
CP	9
Teaching Hours	54
Lab Hours	36
Individual Study Hours	135
Planned Office Hours	18
Contents Summary	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.

Course Topics	See module topics
Keywords	Rural development; agricultural development; mountain development; sustainable mountain tourism; regional and local products; rural planning; project management
Recommended Prerequisites	None
Propaedeutic Courses	No
Teaching Format	Frontal lectures, discussions and project work
Mandatory Attendance	No
Specific Educational Objectives and Learning Outcomes	Knowledge and Understanding --> - 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.
Specific Educational Objectives and Learning Outcomes (additional info.)	Upon successful completion of the course, students will be able to: 1. Display basic knowledge of underlying theories and concepts of sustainable tourism development and the production and marketing of regional/local products (Knowing and Understanding) 2. Understand economic disparities and their implications for rural development (Knowing and Understanding). 3. Identify market opportunities in sustainable tourism and regional/local product development 4. Check feasibility of projects; formulate project objectives, deliverables, exclusions, and limits (Applying). 5. Plan and implement project activities professionally (Applying). 6. Detect and evaluate social, ecological and economic opportunities and threats of rural development (Judging). 7. Assess critically project management documents and processes (Judging). 8. Assess the impact of development initiatives (Judging). 9. Plan implementation initiatives (Applying). 10. Build rural innovation partnerships to assure the success of such projects (Applying). 11. Apply methods and tools for creating rural development strategies (Applying).
Assessment	The final grade of the course will be calculated as the weighted average (according to the credit points: module 1: 67%; module 2: 33%) of the final grades obtained in the two modules. The performance evaluation of the student consists of a written

	final exam (70% to 100% of the overall course mark) and potentially the results from the project work (0-30% of the overall mark). The written exam will last up to 180 minutes and is made up of 3-8 examination questions separately for each module. Module 2 will be an open-book exam. The potential group project will be assessed by a final presentation of the project results.
Evaluation Criteria	The written exam will be evaluated on the basis of the correctness, clarity of answers, the ability to summarize, evaluate and establish connections between topics and the ability to apply methods and theories. The study project work of all three modules will be evaluated on the basis of the content and the format of the presentation and/or the quality of the oral speech.
Required Readings	See module readings
Supplementary Readings	See module readings
Further Information	None
Sustainable Development Goals (SDGs)	No poverty, Life on land, Responsible consumption and production, Zero hunger

Course Module

Course Constituent Title	Agricultural development, sustainable tourism and regional products
Course Code	47304A
Scientific-Disciplinary Sector	AGRI-01/A
Language	English
Lecturers	Prof. Dr. Christian Diethard Fischer, Christian.Fischer@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/9009
Teaching Assistant	Dott. Nicola Miceli

Semester	First semester
CP	6
Responsible Lecturer	
Teaching Hours	36
Lab Hours	24
Individual Study Hours	90
Planned Office Hours	9
Contents Summary	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.
Course Topics	The course 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

Teaching Format	Frontal lectures, discussions and project work
Required Readings	Lecture slides and materials
Supplementary Readings	• 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), Switzerland

Course Module

Course Constituent Title	Rural project design and management
Course Code	47304B
Scientific-Disciplinary Sector	AGRI-01/A
Language	English
Lecturers	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
Teaching Assistant	
Semester	First semester
CP	3
Responsible Lecturer	
Teaching Hours	18
Lab Hours	12
Individual Study Hours	45
Planned Office Hours	9
Contents Summary	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.
Course Topics	• Feasibility checks and systematic creation of project ideas • Project phases, types and context (stakeholder analysis) • Project plans (scope planning, work breakdown structure, scheduling, resource planning, cost estimating) • Project realization (motivation, controlling, getting projects back on track) • Project termination and evaluation
Teaching Format	Theory input is followed up by interactive exercises, discussions, practical teamwork and case study training. Systematic feedback from the teacher rounds each teaching unit off.
Required Readings	Wytrzens H. (2017) *Projektmanagement – Der erfolgreiche Einstieg*. 5., erweiterte Auflage. Facultas, Wien.
Supplementary Readings	· Rural Poverty Report 2011: International Fund for Agricultural Development (IFAD), Rome. Italy. · Moseley, M. (2003): *Rural Development – Principles and Practice*. Sage Publishing, London, UK. · Green, G. P. (2013): *Handbook of Rural Development*. Edward Elgar Publishing, Cheltenham, UK. · Heijman W and Schipper R. (2010) *Space and economics – An introduction to regional economics*. Wageningen Academic Publishers · PMBOK Guide (2000) *A Guide to the Project Management Body of Knowledge*. Project Management Institute Newtwon. · Richman, L. (2002) *Project Management Step-By-Step* Amacom, New York.