Syllabus

Descrizione corso

Titolo insegnamento	Rural and agricultural development
Codice insegnamento	47304
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Sistemi agricoli intelligenti e sostenibili in aree montane
Altri Corsi di Studio (mutuati)	
Docenti	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
Assistente	dott. Nicola Miceli
Semestre	Primo semestre
Anno/i di corso	1
CFU	9
Ore didattica frontale	54
Ore di laboratorio	36
Ore di studio individuale	135
Ore di ricevimento previste	18
Sintesi contenuti	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.
Argomenti dell'insegnamento	See module topics
Parole chiave	Sviluppo rurale; sviluppo agricolo; sviluppo montano; turismo montano sostenibile; prodotti regionali e locali; pianificazione rurale; gestione di progetti.
Prerequisiti	Nessuno
Insegnamenti propedeutici	No
Modalità di insegnamento	Lezioni frontali, discussioni e project work
Obbligo di frequenza	No
Obiettivi formativi specifici e risultati di apprendimento attesi	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.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	Al termine del corso, gli studenti saranno in grado di: 1. Mostrare una conoscenza di base delle teorie e dei concetti alla base dello sviluppo turistico sostenibile e della produzione e commercializzazione di prodotti regionali/locali (Conoscere e comprendere). 2. Comprendere le disparità economiche e le loro implicazioni per lo sviluppo rurale (Conoscere e comprendere). 3. Identificare le opportunità di mercato nel turismo sostenibile e nello sviluppo di prodotti regionali/locali. 4. Verificare la fattibilità dei progetti; formulare gli obiettivi, i risultati, le esclusioni e i limiti del progetto (applicare). 5. Pianificare e realizzare le attività di progetto in modo professionale (Applicare). 6. Individuare e valutare le opportunità e le minacce sociali, ecologiche ed economiche dello sviluppo rurale (Giudizio). 7. Valutare criticamente i documenti e i processi di gestione del progetto (Giudizio). 8. Valutare l'impatto delle iniziative di sviluppo (Giudizio). 9. Pianificare iniziative di attuazione (Applicazione). 10. Costruire partenariati di innovazione rurale per assicurare il successo di tali progetti (Applicare). 11. Applicare metodi e strumenti per creare strategie di sviluppo rurale (Applicare).

Modalità di esame	Il voto finale del corso sarà calcolato come media ponderata (in base ai punti di credito: modulo 1: 67%; modulo 2: 33%) dei voti finali ottenuti nei due moduli. La valutazione del rendimento dello studente consiste in un esame finale scritto (dal 70% al 100% del voto complessivo del corso) e potenzialmente nei risultati del project work (0-30% del voto complessivo). L'esame scritto durerà fino a 180 minuti e sarà composto da 3-8 domande d'esame separatamente per ogni modulo. Il modulo 2 sarà un esame a libro aperto. Il potenziale progetto di gruppo sarà valutato con una presentazione finale dei risultati del progetto.
Criteri di valutazione	L'esame scritto sarà valutato in base alla correttezza e alla chiarezza delle risposte, alla capacità di riassumere, valutare e stabilire collegamenti tra gli argomenti e alla capacità di applicare metodi e teorie. Il progetto di studio di tutti e tre i moduli sarà valutato sulla base del contenuto e del formato della presentazione e/o della qualità del discorso orale.
Bibliografia obbligatoria	Vedi le letture del modulo
Bibliografia facoltativa	Vedi le letture del modulo
Altre informazioni	Nessuno
Obiettivi di Sviluppo Sostenibile (SDGs)	Sconfiggere la povertà, Utilizzo sostenibile della terra, Utilizzo responsabile delle risorse, Sconfiggere la fame

Modulo del corso

Titolo della parte costituente del corso	Agricultural development, sustainable tourism and regional products
Codice insegnamento	47304A
Settore Scientifico-Disciplinare	AGRI-01/A

Lingua	Inglese
Docenti	prof. dr. Christian Diethard Fischer, Christian.Fischer@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/9009
Assistente	dott. Nicola Miceli
Semestre	Primo semestre
CFU	6
Docente responsabile	
Ore didattica frontale	36
Ore di laboratorio	24
Ore di studio individuale	90
Ore di ricevimento previste	9
Sintesi contenuti	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.
Argomenti dell'insegnamento	Il corso tratterà i seguenti argomenti: 1. Introduzione 2. Definizioni e concetti di sviluppo economico 3. Trasformazione agricola e sviluppo rurale integrato - a livello globale e locale 4. Politiche, programmi e iniziative di sviluppo rurale e montano dell'UE e internazionali.

	5. Fondamenti del turismo: definizioni, fatti e cifre 6. Turismo sostenibile: definizioni, concetti ed esempi 7. Prodotti regionali e indicazioni geografiche 8. Prodotti locali, economia circolare e catene globali del valore 9. Prodotti di montagna e agricoltura insulare 10. Presentazione dei progetti di studio 11. Sintesi e conclusioni
Modalità di insegnamento	Lezioni frontali, discussioni e project work
Bibliografia obbligatoria	Diapositive e materiali per la lezione
Bibliografia facoltativa	• Todaro, M. & Smith, S. (2020): *Sviluppo economico*. 13a edizione. Pearson, Addison-Wesley. Boston, USA • Antle, J. & Ray, S. (2020): *Sustainable Agricultural Development - An Economic Perspective*. Palgrave McMillan (Springer), Svizzera

Modulo del corso

Titolo della parte costituente del corso	Rural project design and management
Codice insegnamento	47304B
Settore Scientifico-Disciplinare	AGRI-01/A
Lingua	Inglese
Docenti	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
Assistente	
Semestre	Primo semestre
CFU	3
Docente responsabile	
Ore didattica frontale	18
Ore di laboratorio	12
Ore di studio individuale	45
Ore di ricevimento previste	9

Sintesi contenuti	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.
Argomenti dell'insegnamento	• Verifiche di fattibilità e creazione sistematica di idee progettuali • Fasi, tipologie e contesto del progetto (analisi degli stakeholder) • Piani di progetto (pianificazione dell'ambito, struttura di suddivisione del lavoro, programmazione, pianificazione delle risorse, stima dei costi) • Realizzazione del progetto (motivazione, controllo, rimessa in carreggiata dei progetti) • Conclusione e valutazione del progetto
Modalità di insegnamento	La teoria viene integrata da esercizi interattivi, discussioni, lavoro pratico di gruppo e casi di studio. Il feedback sistematico da parte dell'insegnante completa ogni unità didattica.
Bibliografia obbligatoria	Wytrzens H. (2017) *Projektmanagement – Der erfolgreiche Einstieg* (Gestione dei progetti – Un inizio di successo). 5ª edizione ampliata. Facultas, Vienna.
Bibliografia facoltativa	· Rapporto sulla povertà rurale 2011: Fondo Internazionale per lo Sviluppo Agricolo (IFAD), Roma. Italia. · Moseley, M. (2003): *Sviluppo rurale – Principi e pratica*. Sage Publishing, Londra, Regno Unito. · Green, G. P. (2013): *Manuale di sviluppo rurale*. Edward Elgar Publishing, Cheltenham, Regno Unito. · Heijman W e Schipper R. (2010) *Spazio ed economia – Introduzione all'economia regionale*. 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.