Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Weinökonomie
Code der Lehrveranstaltung	27165
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	AGRI-01/A
Sprache	Englisch
Studiengang	Bachelor in Wirtschaftswissenschaften und Betriebsführung
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Günter Schamel, Guenter.Schamel@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/12015
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	optional but recommended for 3rd year
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18
Inhaltsangabe	This course introduces students to the business and economics of wine and to some key scientific research in the field. The course aims to link knowledge and understanding of wine markets with basic applications of economic concepts. Students will develop an understanding of economic, social, cultural, and policy issues related to wine production, consumption,

	marketing, and global wine trade. Topics covered include: Wine Production: Local, National and Global; Wine Markets and Consumption: Structure and International Trade with Key Industry Players; European Wine Regulations, Basic Statistical Tools in Wine Economics; Applications of Economic Theory and Methods: Wine Demand, Hedonic Pricing, Reputation, Auction Markets, Wine Investment, Wine Fraud; Selected other topics such as Wine Marketing, Wine Tourism; Organic Wine Production, Wine and Climate Change, Wine Cooperatives.
Themen der Lehrveranstaltung	Global, national and regional Wine Production and Consumption; International Wine Markets: Structure, Trade, and Key Industry Players; EU Wine / Alcohol Regulations, Basic Methods to Model Wine Markets, Applications of Economic Theory and Methods: Wine Demand, Hedonic Pricing, Reputation, Auction Markets, Wine Investment, Wine Fraud; Wine Marketing, Wine Tourism; Organic Wine Production, Wine, and Climate Change; Wine Cooperatives; Selected other topics.
Stichwörter	Wine, Production, Consumption, Trade, Regulations, Basic Methods, Wine Demand, Hedonic Pricing, Reputation Models, Wine Auctions, Wine Investments, Climate Change and Wine, Wine Fraud.
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Lectures, Guest Lecture, Discussions, Excursions / Field trips.
Anwesenheitspflicht	Attendance not compulsory but recommended
Spezifische Bildungsziele und erwartete Lernergebnisse	Area: economics Knowledge of the economic theory of the demand and supply of goods and services, equilibrium and price-setting mechanisms in market economies; knowledge of the theories of competition in markets with respect to classical, neoclassical and evolutionary theoretical models knowledge of the basic theorems of welfare economics understanding of the behaviour of microeconomic actors, with particular reference to theories of consumption, the firm and the

	application of game theory knowledge of the fundamentals of political-economic activities and collective decisions understanding of the role and management of public goods, the role of institutions and information understanding of the effect of economic policy actions in specific sectors and the role of research, development and innovation knowledge of various macroeconomic models for analysing economic changes in the short and medium term, understanding of the causes of economic growth knowledge and understanding of the role of expectations in financial markets, for consumption and for monetary and fiscal policies understanding of exchange rate mechanisms and monetary and fiscal policies in the European Monetary Union Understanding the use of non-renewable resources and the principles of sustainability Understanding of the effects of digitisation on economic and business activities Knowledge of the mechanisms underlying effective communication of theoretical and empirical economic arguments in three languages: Italian, German and English "Ability to apply knowledge and understanding (A4b2)" Economics being able to carry out an analysis of the demand for goods and services and assessing the cost structure, its role and its importance for business decisions being able to critically compare the various theories of enterprise to be able to conduct an analysis of the role and function of macroeconomic variables in closed economies, in the short, medium and long term knowing how to carry out an analysis of the economic behaviour of public and private actors using game theory being able to assess the role of governments and the need for political-economic interventions in market economies being able to formulate economic policy objectives and assess their results, and to use available information to assess the appropriateness of monetary and fiscal policies with respect to

	macroeconomic variables be able to use available information to apply and understand the fundamentals and operational implications of theories of competition and industrial policies knowing how to analyse economic activity with regard to sustainability be able to communicate the results of economic analyses prepared according to international professional standards in three languages: Italian, German and English Making judgements recognise the most important problems in complex decision-making situations critically analyse the facts and the situations to be dealt with select the most appropriate quantitative and qualitative methods of analysis Learning skills Obtain information to update the constantly changing general and specific reference context critically analyse and integrate data, information and future experiences, also using advanced software
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	Assessment through an obligatory final examination (120 min: written format) as well as in-class participation (up to 10% when noteworthy) otherwise the exam will count 100% towards the final grade. The assessment is based on a 100-point scale. At least 50% of the total points are needed to pass the course.
Bewertungskriterien	Evaluation criteria are clarity of answers, mastery of English (as the teaching language), ability to summarize, evaluate, and establish relationships between topics and concepts.
Pflichtliteratur	None
Weiterführende Literatur	Fogarty, J. (2010). The demand for beer, wine and spirits: a survey of the literature. *Journal of Economic Surveys*, 24(3), 428-478

	Schamel, G. (2003) A Hedonic Pricing Model for German Wine. *German Journal of Agricultural Economics*, 52 (5), 247-253 Schamel, G. (2009). Dynamic analysis of brand and regional reputation: The case of wine. *Journal of Wine Economics*, 4(1), 62-80. Ginsburgh, V. (1998). Absentee bidders and the declining price anomaly in wine auctions. *Journal of Political Economy*, 106(6), 1302-1319. Masset, P., Weisskopf, J. P., & Fauchery, C. (2020). Last frontier investments: The case of alpine wines. *Journal of Wine Economics*, 15(2), 181-206. Jones, G. V., Reid, R., & Vilks, A. (2012). Climate, grapes, and wine: structure and suitability in a variable and changing climate. *The Geography of Wine: Regions, Terroir and Techniques*, 109-133. Delmas, M. A., & Grant, L. E. (2014). Eco-labelling strategies and price-premium: the wine industry puzzle. *Business & Society*, 53(1), 6-44.
Weitere Informationen	Only dictionaries and calculators are permitted as aids for the written exam. No lecture materials, recordings, or other accompanying materials or electronic aids are permitted.
Ziele für nachhaltige Entwicklung (SDGs)	Partnerschaften zur Erreichung der Ziele, Nachhaltiger Konsum und Produktion