

Syllabus

Descrizione corso

Titolo insegnamento	Economia del vino
Codice insegnamento	27165
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	AGR/01
Lingua	Inglese
Corso di Studio	Corso di laurea in Economia e Management
Altri Corsi di Studio (mutuati)	
Docenti	prof. Günter Schamel, Guenter.Schamel@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/12015
Assistente	
Semestre	Primo semestre
Anno/i di corso	optional but recommended for 3rd year
CFU	6
Ore didattica frontale	36
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	<p>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.</p> <p>Students will develop an understanding of economic, social, cultural, and policy issues related to wine production, consumption, marketing, and global wine trade.</p> <p>Topics covered include:</p>

	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.
Argomenti dell'insegnamento	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.
Parole chiave	Wine, Production, Consumption, Trade, Regulations, Basic Methods, Wine Demand, Hedonic Pricing, Reputation Models, Wine Auctions, Wine Investments, Climate Change and Wine, Wine Fraud.
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	Lectures, Guest Lecture, Discussions, Excursions / Field trips.
Obbligo di frequenza	Attendance not compulsory but recommended
Obiettivi formativi specifici e risultati di apprendimento attesi	
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	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.
Criteri di valutazione	Evaluation criteria are clarity of answers, mastery of English (as the teaching language), ability to summarize, evaluate, and establish

	relationships between topics and concepts.
Bibliografia obbligatoria	None
Bibliografia facoltativa	<p>Fogarty, J. (2010). The demand for beer, wine and spirits: a survey of the literature. <i>Journal of Economic Surveys</i>, 24(3), 428-478</p> <p>Schamel, G. (2003) A Hedonic Pricing Model for German Wine. <i>German Journal of Agricultural Economics</i>, 52 (5), 247-253</p> <p>Schamel, G. (2009). Dynamic analysis of brand and regional reputation: The case of wine. <i>Journal of Wine Economics</i>, 4(1), 62-80.</p> <p>Ginsburgh, V. (1998). Absentee bidders and the declining price anomaly in wine auctions. <i>Journal of Political Economy</i>, 106(6), 1302-1319.</p> <p>Masset, P., Weisskopf, J. P., & Fauchery, C. (2020). Last frontier investments: The case of alpine wines. <i>Journal of Wine Economics</i>, 15(2), 181-206.</p> <p>Jones, G. V., Reid, R., & Vilks, A. (2012). Climate, grapes, and wine: structure and suitability in a variable and changing climate. <i>The Geography of Wine: Regions, Terroir and Techniques</i>, 109-133.</p> <p>Delmas, M. A., & Grant, L. E. (2014). Eco-labelling strategies and price-premium: the wine industry puzzle. <i>Business & Society</i>, 53(1), 6-44.</p>
Altre informazioni	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.
Obiettivi di Sviluppo Sostenibile (SDGs)	Partnership per gli obiettivi, Utilizzo responsabile delle risorse