Course Title: SHA HF 323 The Italian Food Industry: Economics, Culture, Society
Course Instructor: Diego Campagnolo
Contact:
Office Hours:
Class Meeting Times: 4 hours per week
Credits: 4

Course Description:
This course will introduce students to the particularities of the Italian food industry from an economic, cultural and social perspective. The course will take a multidisciplinary approach that will merge business economics with historical and sociological concepts. The course will focus specifically on the Italian food industry within the framework of European policies. Special attention will be paid to its specific characteristics related to size of the producers, product quality and certification, institutions, and relationships to the land and regional cultures.
After an overview of the historical and cultural aspects of Italian food, students will be guided through a deeper understanding of how strategies and business models are evolving in order to offer the consumer up-to-date customer value-added products that remain anchored in the historical and cultural heritage of Italian traditions.

Course Objectives:
The objective of the course is to provide students with concepts and tools that are useful in order to select, analyze and exploit business opportunities in the food industry. The cultural and social topics complement the economic and business topics to present a framework for deeply understanding the business opportunities of food products.

Methodology:
The course will be taught through a combination of traditional lectures, seminars by industry experts, in-class case studies and company visits. In so doing, students will have the opportunity to experience real applications of the concepts discussed.

Prerequisite Courses:
This is a multidisciplinary course, with no specific prerequisite. Even if basic concepts of Business Management (such as Business Economics, Marketing and/or Business Strategy) are useful, an introductory class will deliver all the frameworks and concepts that permit a full comprehension of the subjects of the course.

Assessment and Grading:
Final grade is based on the following rubric:
20% Class participation
20% Midterm exam
20% 2 Reports on Case Discussion
20% Final written exam
20% Project
Class participation
Meaningful participation is an integral part of this class. Superior class participation includes regularly engaging in discussion of cases and readings, asking questions and sharing experience about course topics.

Midterm exam
The midterm exam is a multiple-choice exam that covers all the topics discussed in class until the date in which the midterm exam is scheduled.

2 Reports on Case Discussion
Each participant is required to complete 2 reports, on 2 of the cases we will visit. Each report must be no more than 3 pages on the main characteristics of the firm and on the main elements explaining how the firm creates and captures value.

Final exam
It will cover all the aspects of the course. More details will follow during the semester.

Project
The project is due at the end of the course. Participants are required to complete the Project in a group of 3 students per group. Students will design and discuss the business model of a food company based on the theoretical arguments discussed in class.

Academic integrity
It is every student’s responsibility to read the Boston University statement on plagiarism, which is available in the Academic Conduct Code. Students are advised that the penalty against students on a Boston University program for cheating on examinations or for plagiarism may be “…expulsion from the program or the University or such other penalty as may be recommended by the Committee on Student Academic Conduct, subject to approval by the Dean.” You can view the entire Academic Conduct Code here: http://www.bu.edu/academics/resources/academic-conduct-code/
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<td>• Carbone, 2003</td>
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<td>Food industry: facts, figures, main characteristics and evolution</td>
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<td>• Belletti et al., 2007</td>
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<td>• Materials from the teacher</td>
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<td>12</td>
<td>Business Models in the Food Industry: a supply chain perspective</td>
<td>Eataly &amp; Slow Food</td>
<td>In class case discussion*</td>
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<td>Business Models in the Food Industry: the role of <em>upstream vertical integration</em></td>
<td>Rigoni di Asiago</td>
<td>In class case discussion*</td>
<td>• Case materials from the teacher</td>
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<td>Business Models in the Food Industry and the role of downstream vertical integration</td>
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<td>Business Models in the Food Industry: relationships with distribution channels</td>
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* Participants are required to read all the materials before coming to class. Materials will be made available by the Instructor.

2nd Report due on company visit of class 15, or 16, or 17
**Class details**

**Class 1**
Introductory class aimed at presenting the structure of the course and its main contents.

**Class 2**
“Made in Italy” and the Italian way of life: characteristics in the food industry
This topic is aimed at presenting the particularities of “Made in Italy” products. Subsequently it focuses on Italian food (cases such as Slow Food could be presented and discussed).

**Class 3,4**
Food industry: facts, figures, main characteristics and evolution
This topic is aimed at presenting the main strengths and weaknesses of the Italian food industry through the discussion of facts and figures related (but not limited) to variety and quality of products, business size and concentration in limited geographical areas (industrial districts), trends of the industry as a whole and during the recent financial crisis, comparison between Italy and other foreign countries, international expansion of firms, and distribution models.

**Class 5,6**
Business Models: design, configuration and innovation
This class will present the concept and framework of business models. It will represent the theoretical framework that will be used in order to discuss in class case studies and company visits.

**Class 7**
Food: cultural and societal aspects (guest speaker)
This topic presents food as a cultural and social marker, and provides concepts to decipher alimentary and gastronomic codes in relation to the Italian cultural pattern.

**Class 8**
Anthropology of food (guest speaker)
This topic analyzes food habits from an anthropological perspective. In particular, food behaviors from antiquity to the contemporary world, with special attention to: taxonomies; reproduction of local, regional and national identities; and the notion of sense and “the anatomy of the senses”.

**Class 9**
Impact of EU politics on the quality of agricultural products and the certification of the origin (guest speaker)
This class presents the main characteristics of European and Italian politics on food. It also presents the characteristics of different certifications of origin (such as P.D.O and others). In class discussion will be complemented by case studies.

**Class 11**
The role of Consortia
This topic will present the role of Consortia for certified products in terms of preservation of competences and recipes, development of the area of production, services for associated firms and product promotion and distribution. In class discussion can be complemented by a visit to one Consortium and associated firms (e.g. Consorzio di Tutela del Prosecco di Conegliano Valdobbiadene).

**Class 12, 13, 14, 15, 16, 17, 18**
Business Models in the Food Industry
This topic provides students with specific tools and examples to understand how the business models of Italian firms of the food industry is evolving. It will discuss both theoretically and empirically how and why firms are vertically integrating upstream and downstream and how innovation in products and brands allows them to remain competitive, how they use innovation and deal with distribution channels. A section will be also
dedicated to the luxury segment. In class case analyses and company visits will complement traditional lectures (e.g. Rana, Rigoni di Asiago, Eataly, Eat’s, Loison Pasticceri, Bauli, Latteria del Montello-Nonno Nanni).

Class 19
Sensorial analysis (guest speaker)
A seminar on sensorial analysis can be organized in order to teach how to appropriately taste food.

Required Text(s):
All the materials will be made available to the students by the instructor. Materials for case study discussion will be handed out in class.

Belletti, Giovanni & Burgassi, Tunia & Manco, Elisabetta & Marescotti, Andrea & Pacciani, Alessandro & Scaramuzzi, Silvia, 2007. The roles of geographical indications (PDO and PGI) on the internationalisation process of agro-food products. 105th Seminar, March 8-10, 2007, Bologna, Italy 7851, European Association of Agricultural Economists

Optional texts/Recommended Reading:
AA. VV., 1997, “Italians turn the tables. Italy is winning its culinary war with France. But victory may be costing Italian restaurants their old appeal: simplicity”, The Economist, May 5th.
AA.VV., 2001, “In search of a perfect cup. Espresso coffee requires as much technology and taste as fine wine. Where to find the finest?”, The Economist, December 20th.
AA.VV., 2007, “Big portions. America’s role in the rise of the world’s biggest pasta-maker”, The Economist, June 21st.
AA.VV., 2007, “Fizzy or still? Italy’s cheaper alternative to champagne is growing in popularity”, The Economists, December 19th.
Number/Names of Guest Speakers:
4/5 Possible guest speakers: Michela Zago, Stefano Armellini, Michele Bianco, Giuseppe Pasciuti, Andrea Menini (all the Guest Speakers will be confirmed as the course approaches)