<table>
<thead>
<tr>
<th>COURSE</th>
<th>SHA HF 323 THE ITALIAN FOOD INDUSTRY: ECONOMICS, CULTURE, SOCIETY</th>
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<tbody>
<tr>
<td>COURSE LANGUAGE</td>
<td>English</td>
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<tr>
<td>INSTRUCTOR</td>
<td></td>
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<td>INSTRUCTOR EMAIL</td>
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<tr>
<td>OFFICE HOURS</td>
<td>weekly</td>
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<tr>
<td>SCHEDULE</td>
<td>Twice a week, two hours per appointment</td>
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<td>COURSE VALUE</td>
<td>4 CREDITS</td>
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| LEARNING OUTCOMES OF THE PROGRAM | 1. Demonstrate increased proficiency in Italian language from elementary to low-intermediate level and from intermediate to advanced level.  
                              | 2. Demonstrate knowledge of Italian culture with respect to three of the following areas: history, politics, economics, religion, literature, film and the arts.  
                              | 3. Develop an awareness of cultural difference and an understanding of culture’s role in shaping beliefs and practices.  
                              | 4. Develop new perspectives on one’s own culture and an ability to think critically about one’s own values and beliefs. |
| COURSE DESCRIPTION     | This course will introduce students to the particularities of the Italian food industry from an economic, cultural and social perspective and its ongoing evolution. 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. |
| LEARNING STATEMENT     | The course consists of two class meetings per week, each of those will last 2 hours of 50’. The course is based on lessons of the teacher, 2-3 guest speakers, discussions based on the assigned readings. The course also includes company visits. Students are expected to put an individual effort outside class of about 6-8 hours per week. |
| TEACHING METHODOLOGY   | The course will include lessons taught by the professor, 2 guest speakers who will present key topics and will stimulate class discussion, case studies and company visits will also be an essential part of the course. |
| COURSE MATERIALS       | The required course material is a copy pack that will be available for students to purchase at a local copy center. |
| BIBLIOGRAPHY           | Required Readings (included in the copy pack):  
                              • What do real Italians think about New York’s Italian food_, The Guardian  
• Costantini - Italian Food, The Pride of a People without Borders
• Barthes - Toward a Psychosociology of Contemporary Food Consumption (10)
• Italy’s small food-makers_ Export or die _ The Economist
• Massa Testa - The role of ideology in brand strategy the case of a food retail company in Italy
• Marchese Masotti - Consumer behavior and new brand management organic food policies VIVIVERDE COOP case study
• Sebastiani et al 2013 Ethical Consumption and New Business Models in the Food - Eataly Case
• Mercati – Organic Agriculture as a paradigm of Sustainability: Italian food and its progression in the global market
• Temperini - Brand Made in Italy
• Vecchio & Annunziata - The role of PDO/PGI labelling in Italian consumers’ food choices
• Nosi & Zanni 2004 BFJ Moving from “typical products” to “food-related services” SLOW FOOD case
• Italian women entrepreneurs An empirical investigation
• Banterle - The role of marketing capability to be a price maker?
• Dimaria & Finotto - Communities of Consumption and Made in Italy

Filmography
Some short abstracts of selected movies will be shown during classes, to better understand the importance of ‘intangible assets’ like lifestyle, cultural elements, traditions and the environment as strategic and indispensable elements of Italian Food:
Big Night (1996)
Eat Pray Love (2010)

Materials for case study discussion will be handed out in class.

AIMS OF THE COURSE
The objective of the course is providing students with concepts and tools that are useful to select, analyze and exploit business opportunities in the food industry. The culture and social contents complement the economic and business ones and represent a kind of premise in to deeply understand the business opportunities of food products. Students will:
Be provided with an understanding of the strategic issues and characteristics of Italian Food industry, identifying the distinctiveness of a unique business context;
Identify how premium value is created in one of the most important sectors of Made in Italy;
Understand how Italian Food with its peculiarities and a unique background differs from any other food industry in the world.

GRADING CRITERIA
15% Class participation
20% Written Midterm exam
20% 2 Group Oral Class Presentations on Case Studies (10% each)
20% Final oral exam
25% Final written project
Class participation
Class participation includes regularly engaging in discussion of cases and readings, asking questions, and sharing experience about course topics. See BU policies below.

Midterm exam
The midterm exam is a multiple-choice & open questions exam that covers all the topics discussed in class in the first part of the course.

2 Group Oral Class Presentations on Case Studies
The students are divided in two groups and agree with the teacher on which points they must focus on for their class presentation. Students will cover the cultural, social and business aspects of each case study (Eataly and Ecor Natura Si). They will prepare a PowerPoint presentation to show in class. Presentations will last 15'-20' each.

Final oral exam
The Final oral exam will cover all the topics discussed in class during the second part of the course (starting from the midterm exam onwards).

Final written project
The final written project is aimed at discussing the system of values, the philosophy, the cultural and social aspects, and the business model of the two companies we will visit during the course. The written project consists of 8 pages plus bibliography and cover page. The topic of the project and the bibliography will be discussed with the teacher. The final project will be submitted via email to the professor by the deadline indicated in the calendar.

BU POLICIES

Examinations
All academic commitments must be completed before you leave the site; no incompletes are permitted. Students who do not complete a course on time will be given an F. Students are required to sit their examinations on the dates, at the times, and in the same classroom as the other students in their class. If a student is ill or has another extenuating circumstance which causes the student to be absent from a scheduled examination, he/she must provide appropriate documentation and receive approval from the Director.

Attendance
Students should note that attendance will be taken into account by faculty. Boston University Padua students are expected to attend each and every class session, tutorial, on-site class, internship work appointment, and activity required for the class as indicted in the syllabus. Any student with irregular class attendance may have his/her final grade penalized.

Absences
Unjustified absences from class, and any class related activity, will affect the students’ participation grade, which will be lowered by one letter grade for each absence.

Absence for Religious Reasons
According to Chapter 151C of the General Laws, Commonwealth of Massachusetts, any student in an educational or vocational training institution, other than a religious or denominational educational or vocational training institution, who is unable, because of his or her religious beliefs, to attend classes or to participate in any examination, study, or work requirement on a particular day, shall be excused from any such examination or study or work requirement, and shall be provided with an opportunity to make up such examination, study, or work requirement that may have been missed because of such absence on any particular day; provided, however, that such makeup examinations or work shall not create an unreasonable burden upon such school. No fees of any kind shall be charged by the institution for making available to the said students such opportunity.
No adverse or prejudicial effects shall result to students because of their availing themselves of the provisions of this section. Students who have questions about practicing their religion while abroad should contact Boston University Study Abroad.

**Lateness**

Students arriving more than 10 minutes after the posted class start time will be marked as late. Being late three times is equivalent to missing one class.

**Late Assignments**

Students are expected to turn in all course assignments on time as stated in each course syllabus. Late assignments will not be accepted and missed assignments will automatically be awarded an F. Please note that all coursework must be completed by the end of the program.

**Plagiarism**

Simply stated, plagiarism is taking another’s work and presenting it as your own. Definitions of plagiarism frequently include terms such as ‘theft’ or ‘steal’. Plagiarism is, in fact, intellectual theft. It is one of the most serious forms of academic misconduct. Plagiarism committed by a student will certainly result in course failure and may result in suspension or dismissal. For more details please see Boston University’s Code of Student Responsibilities: [http://www.bu.edu/lifebook/universitypolicies/policies-code.html](http://www.bu.edu/lifebook/universitypolicies/policies-code.html)

**Disability accommodations**

If you are a student with a disability or believe you might have a disability that requires accommodations, please contact the Office for Disability Services (ODS) at 617-353-3658 to coordinate any reasonable accommodation requests. For more information, please visit: [http://www.bu.edu/disability](http://www.bu.edu/disability)

**Interruption of program or early departure**

Only in serious cases – mostly related to medical emergencies – the Director will allow a student to take a significant break during the program or to leave before its official conclusion. Official written approval must be received by the Director.

**Academic Advice**

The Director and Assistant Academic Director serve as the head of the faculty and as academic advisors. The Director/Assistant Academic Director is available on an appointment basis to assist students with academic issues. For academic advice regarding students’ home institutions’ policies and transfer credit information, non-Boston students should also contact their school’s academic advisors.

**Tutorials**

BU faculty are available by appointment for students who may need support in the learning process. We strongly encourage you to take advantage of this resource. Students in the past found it very useful to succeed. Students who receive a C on a test must seek support from faculty.