Graduate Degree Course in
Food Innovation & Management
I YEAR

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- Wine Tasting
- Introduction to Food Technology
- Introduction to Quantitative Methods
- Introduction to Economics and Management

First Semester

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II YEAR

First Semester

Critical Gastronomy and Communication – 8 ECTS  
Systemic Food Design – 6 ECTS  
Food Culture – 6 ECTS

2 Focuses to choose from, each comprising 2 elective courses

FOCUS 1. Innovation, Creativity and Culture of Food  
• New Frontiers of Gastronomy – 6 ECTS  
• Anthropology and Multiculturalism – 6 ECTS

FOCUS 2. Entrepreneurship in the Food Industry  
• Entrepreneurial Strategy – 6 ECTS  
• Communication for Food Marketing – 6 ECTS

Second Semester

Internship = 10 ECTS  
Final Thesis – 16 ECTS
I YEAR

Preparatory Workshops

Professors: Carmine Garzia, Donatella Saccone, Nicola Perullo, Luisa Torri, Alessandro Stanchi
Maria Piochi | ECTS: 4

- Sensory Analysis
- Wine Tasting
- Introduction to Food Technology
- Introduction to Quantitative Methods
- Introduction to Economics and Management
Economics and Development Policy

Professor: Donatella Saccone | ECTS: 6

Objectives

A knowledge of economic theories—both national and international—is useful to be able to understand the major events of the day in an increasingly complex world. The “Economics and Development Policy” course aims to educate students to become expert and socially responsible professionals, preparing them to work for private or public consultancy firms, teaching and research centers, financial institutions, etc.

By the end of the semester, students will be able to interpret economic events through the lens of different currents of economic thinking. Students will also know how to use the analytical tools of current economic analysis, at both a theoretical and applied level. Students will be able to recognize the fundamental interaction between economic agents—families, banks and businesses—in the functioning of production processes. The creation and distribution of income will be the main object of study during the course, which will also provide students with basic knowledge about how banking systems are managed at a national and international level. The theories of “economic growth” and “sustainability” will also be studied. The students will learn the laws underpinning economic processes, necessary for making sustainable professional decisions with full awareness.

Prerequisites

A prior knowledge of economic theories, business management and banking techniques is not a prerequisite to taking the course. Students with an economic background will learn theoretical and practical economic science from new and different angles. A familiarity with mathematics and statistics is helpful but not essential. A knowledge of English could be helpful in order to understand the scientific articles and international literature that will be read during the course.

Contents

Program
Part I
Political economics: what it is and why it is studied. From ethical judgments to modern economic theories.

Part II
The physiocrats: land and surplus in Quesnay’s Tableau. The classical authors: the economics of Smith, Ricardo and Say.

Part III

Part IV

Part V
Well-being and sustainability: from Sen’s “rational fools” to the economy of the environment. Sustainability and financial crisis.

Teaching method
The lecturer will use Bloom’s Taxonomy (1956).

(i) Data and information during every phase of the lesson.
(ii) The students’ learning will be constantly evaluated on an unofficial basis.
(iii) Examples and numerical exercises.
(iv) Logical reasoning will be encouraged.
(v) Synthesis: activities in class.

Structure of activity in class:

(i) Introduction to the course and topics.
(ii) Questions to check students’ understanding.
(iii) Use of conceptual maps.
(iv) Use of the whiteboard.
(v) Summing up of the lesson at the end.
(vi) PowerPoint slides will be supplied online by the lecturer (before or after class).

Criteria, rules and procedures for the exam

Final written exam. Economics exams are normally objective (for example, students must solve certain exercises). Grading will be based on the objectivity and accuracy of the responses expected a priori by the examiner and according to the average results a posteriori of the exam.

Texts

Handout of readings prepared by the lecturer.

Any textbook will be communicated by the lecturer before the start of the course.
Sociology and Consumer Behaviour Analysis

Professors: Maria Giovanna Onorati, Paolo Corvo | ECTS: 8

Objectives

The “Sociology and Consumer Behavior Analysis” course prepares students to work as experts in the following fields:

- Analysis of markets from an international perspective, with a focus on the values underpinning different social and cultural contexts.
- Food media marketing, especially in regards to communication strategies for promoting products from a cross-cultural and cross-media perspective.
- Transmedia campaigns for promoting new food habits and social activism by raising awareness among consumers/citizens about emerging social issues regarding food.
- Education around food and consumption for students and workers in schools, universities, movements and civil society associations.
- National and international governmental and non-governmental organizations working to combat hunger and protect the rights of farmers and consumers.

After finishing the course, students will be able to:

- carry out analyses of social contexts and the values underlying taste and consumption styles.
- compare different social contexts from a cross-cultural perspective.
- identify communication strategies, particularly in regards to food, that are appropriate to specific cultural contexts.
- use transmedia techniques from the perspective of product development and market expansion.
- use transmedia techniques to promote forms of civic engagement and digital activism regarding food-related social issues.
- design surveys and interviews to explore values in different social contexts.
- know and apply the principal theories of the sociology of consumption.
- identify and define consumer types in the food and tourism sector, including at an international level.
- plan and carry out research on food consumption, applying social research methods.
Prerequisites

Students taking this course should ideally already have a basic knowledge of the main sociological approaches to food-related issues, as well as a basic knowledge of social research methodology; students need to have good written and oral skills in English.

Contents

Program

Course topics:

Basic human values from a sociological perspective: tools for an empirical approach
Dimensionalizing cultures: indexes of cultural variability from a cross-cultural perspective
Cultural differences in business and social communication
Food transmedia: digital activism for brand extension, sustainable consumption, civic engagement
Sociology of consumption: themes and theories
Social research methods applied to food and place
New trends in food consumption
International food markets

Teaching method

The course is taught in English and involves interactive lectures, group work, case studies and a Blackboard forum.

Criteria, rules and procedures for the exam

The exam will be based on case studies that will be assigned to students throughout the course and will be dealt with in groups, though each student will be responsible for a specific part of the group work so that their individual contribution will be clearly recognizable.
The exam will consist of an oral presentation of the finished project, during which each student will present individually the part of the project for which they were responsible. The project must produce a tangible product, preferably multimedia, which will be shared on Blackboard three days before the date of the oral exam. The final grade will be based only on the oral exam.

**Texts**

Special teaching material has been developed for this course which corresponds only in part to texts available on the market.

Teaching material for all students:

A handout will be prepared by the lecturers with the following material:


For the sociology of consumption part:


Lectures: The handout and all other materials used during the lectures (newspaper articles, case studies, videos, etc.) will be provided by the lecturers in digital format via Blackboard.

Exercises: The material will be provided by teachers via Blackboard or in printed format.

Further reading:

Anne Zeiser, Transmedia Marketing, Burlington (MA), Focal Press, 2015
Advanced Data Analysis

Professors: Heinrich Jost Reinhold | ECTS: 6

Objectives

The “Advanced Data Analysis” course sets out to allow students to understand the logical aspects of statistics and therefore to be able to plan a sample survey with statistical rigor, to synthesize the information gathered, to analyze the results in inferential terms and to prepare the relative summary reports. The course also has the objective of giving students the ability to carry out statistical analyses themselves with the use of a calculator. Lastly, the course will introduce the foundational concepts for the understanding of other quantitative methodologies within social analysis.

Prerequisites

A basic knowledge of quantitative methods for social research will make it easier to understand the concepts covered on the course.

Contents

Program

The course will introduce the descriptive statistics necessary for the analysis and synthesis of sample data relating to one or more variables through the construction of tables and graphics and through the calculation of appropriate statistical measures. After this preliminary section, the course will cover concepts relating to probability theory and the random variables needed to plan the selection of the units in a sample survey with rigor and to draw conclusions that can be extended from the observed sample to the whole population. In particular, the course will cover the problems linked to the estimate of unknown characteristics of the surveyed population and the analysis of their significance. The theory of statistical tests will also be introduced. The course will also tackle issues relating to the collection of statistical information through sample surveys. Here, various surveying criteria will also be introduced, as well as the determination of the optimal
number of samples given a preset precision and the various criteria for data gathering by telephone, on paper and online.

**Teaching method**

The course is focused primarily on the practical aspects of the subject without excessive mathematical formalizations and makes use of examples and exercises carried out with the help of a computer.

**Criteria, rules and procedures for the exam**

Final written exam.

**Texts**

Handout of readings prepared by the lecturer.

Any textbook will be communicated by the lecturer before the start of the course.
Ecology and Terroir

Professors: Roberta Cevasco, Gabriele Volpato | ECTS: 6

Objectives

The “Ecology and Terroir” course will prepare students to be experts in gastronomic heritage innovation and management, providing the tools and methods for:

- discussing and promoting the importance of complexity and diversity in socio-ecological systems and in the management of associated environmental resources and gastronomic heritage.
- analyzing terroir and food products in a diachronic perspective, highlighting the environmental, social and cultural interest of their relationships (“liens au lieux”).

After finishing the course, students will be able to:

- understand the role of ecological relationships in food systems.
- understand the relationship between gastronomic heritage and terroir.
- identify the elements of historical, environmental, social and cultural interest that characterize a terroir.
- develop critical and interdisciplinary thinking on issues such as the conservation of biocultural diversity and sustainability in food production.

Prerequisites

Students taking this course should ideally have at least a basic knowledge of evolutionary, biological and environmental sciences.

Contents

Program

The “Ecology and Terroir” course addresses ideas and concepts of ecology and human ecology and the ecological dimensions in the relationships between societies and cultures and their
surrounding environment. The aim is to illustrate and discuss the link that exists between ecological relationships, terroir and sustainability, using examples and case studies from Italy and other countries. An understanding of the relationships among species and between society and the environment is fundamental for the conservation and management of biodiversity and the gastronomic heritage inextricably linked to it.

The course focuses on the diachronic analysis of terroir and landscapes of food production, discussing the National Catalog of Rural Historical Landscapes produced by MIPAAF following Emilio Sereni’s History of the Italian Agricultural Landscape. In addition some field studies addressed in an interdisciplinary way will be presented and discussed for their contribution to the issue of the "links to the place" of food production.

**Teaching method**

Lectures with projection of slides, case studies and discussions.

Teaching language: English.

The course also includes exercises and work in groups useful for the examination of case studies.

**Criteria, rules and procedures for the exam**

The exam will consist of a written test in English lasting 2 hours with four open questions on the topics covered in class and the case studies.

**Texts**

For this course, teaching material has been developed that does not coincide with available texts. The material consists of the PowerPoint presentations of the course, whose structure however partially follows the following texts:

Lessons: The material related to the lessons will be made available to the students on Blackboard.

Exercises: The material will be provided in digital and/or printed form.

Recommended further reading:

Study Trip

Professor: Pietro Pagella and Carmine Garzia

The activity include two study trips during the first year, lasting around one week and involving visits to and educational activities at food-producing companies, other businesses in the food & beverage sector and food-related institutions.
Food Industry Management

Professor: Carmine Garzia | ECTS: 9

Objectives

The “Food Industry Management” course will give students the tools essential for the analysis and strategic management of businesses operating in the food sector.

Prerequisites

Basic knowledge of economic and business analysis tools.

Contents

Program

The course is aimed teaching the analytical tools needed to support strategic decisions in businesses operating in the food sector. In particular, the following topics will be covered:

- analysis of the sector and competitors
- analysis of consumers and demand
- positioning strategies
- selection and management of distribution channels
- internationalization processes
- comparative analysis of business performance

Teaching method

The course takes an empirical approach, characterized by the analysis of practical business case studies and work in groups. Exercises in class will be carried out by small groups of students.
Criteria, rules and procedures for the exam

The final grade is broken down as follows:

- 0-10 points for two group tasks carried out during the course (further details will be provided online) and presented in class.
- 0-20 points for the final written test.

The final written test will be based on the application of concepts, models and theories to the analysis of a concrete case. Detailed information about the structure and content of the final written test will be communicated during the course.

During the course, group exercises in class will allow students to accumulate up to 3 bonus points that will be added to the grade awarded for the written test. The bonus points will only be valid for students who pass the exam (minimum grade of 18/30) on the first sitting.

Texts

Business case studies and slides will be available online in electronic format.

Textbook:


Handout of readings prepared by the lecturer.
Advanced Food and Trade Law

Professors: Michele Antonio Fino, Lorenzo Bairati | ECTS: 9

Objectives

The "Advanced Food Law" course prepares students to tackle the EU and international legal framework regarding agriculture and its support, quality food production and food labeling and the rules around trade and intellectual protection at a European and international level.

The course is divided into two sections.

At the end of the first section, students will be able to interpret the rules governing EU support in the first and second pillars, recognizing the conceptual lines of the evolution of this system. Students will also gain an in-depth knowledge of the current discipline and its historical evolution with reference to quality schemes (organic, TSG, PGI and PDO). Finally, students will gain an in-depth experience of the regulatory system of food labeling.

At the end of the second section, students will have learned the mechanisms that regulate the free circulation of goods within the EU; they will have learned, including through a comparison with the American system, about the European food safety model; and they will have acquired knowledge of the mechanisms of protection of GIs at international level, through the TRIPS agreement within the WTO.

Students will thus become able to see opportunities for contemporary food businesses within food law and make responsible use of it in their business activities.

Prerequisites

No prerequisites, except for a general cultural familiarity with the organization and functioning of the European Union.

Contents

Program
Section 1: Agro-food quality law in Europe (6 credits)

1. EU law: sources, typology, functioning.
2. EU law with reference to agriculture and food: a general framework.
3. Quality schemes in EU law: historical origin and evolution.
4. From 1992 to 2012: the legal forms of recognition of TSG, PDO and PGI.
5. The legal cases symbolizing European choices on food quality as protected by public law: Grand Crémant Codorniu, Cambozola, Parmesan.
6. Food labeling: general traits.
8. The problem of origin and its consequences in the context of current consumption.
9. CMO and CAP: community measures to support agriculture. History and evolution.
10. The current CAP and the problems of sustainability and democracy connected to it.

Section 2: European and international food trade law (3 credits)

12. Duties, customs unions and free trade agreements.
13. International law. In particular, the WTO.
14. The SPS agreement. Food security in the EU and the USA.
15. The TBT agreement. Technical standards and international trade.
16. The TRIPS agreement and the international protection of geographical indications.

Teaching method

Lectures in English.

Criteria, rules and procedures for the exam

The exam involves a written test consisting of:

- 25 multiple-choice questions
- 1 open question on a general theme, to be answered in a number of assigned lines.

The exam takes place after the end of the course.

Students who for reasons beyond their control cannot participate in the exam in the form described can take it orally in a subsequent session.
Texts

Special teaching material has been developed for this course which does not correspond to texts available on the market.

The material related to the lessons (slides, papers and judgment texts, in-depth articles) will be made available to the students on Blackboard.
Applied Gastronomic Sciences: Food Transformations in Cooking

Professors: Gabriella Morini, Carol Povigna | ECTS: 6

Objectives

The "Applied Gastronomic Sciences: Food Transformations in Cooking" course provides students with the scientific knowledge needed to understand the transformations of foods made in order to:

1. increase their shelf life.
2. improve their nutritional characteristics.
3. modify their organoleptic profile and palatability.

After finishing the course, students will be able to understand and apply the main chemical and physical processes happening in food transformation, and to predict the nutritional and sensory changes that these processes determine.

Prerequisites

There are no special requirements for students taking this course as the necessary basic knowledge will be provided at the beginning of the course.

The course is taught in English.

Contents

Program

Topics covered:

Introduction to gastronomic molecules.

Why foods are transformed: healthiness, shelf life, digestibility and palatability.

Molecular basis of taste and its relationship with biodiversity and health.
Transformations and perception: touch (texture), taste, smell and sight (color).

Transformations and conservation: milk and derivatives, cereals and bread-making, free water reduction techniques.

Transformations and nutritional characteristics: traditional techniques vs. new technologies in the kitchen.

Planning, organization and application of transformations to some case studies.

**Teaching method**

Classes will be held at the Pollenzo Food Lab, equipped with a classroom, a teaching kitchen and a professional kitchen. There are 10 modules lasting 4 hours each and a full-day module (8 hours), with a mix of lectures, classes taught by both the theoretical and practical instructors and practical lessons.

**Criteria, rules and procedures for the exam**

Learning will be verified through the writing of a paper (a minimum of 1,500 words long) that analyzes the chemical and physical processes involved in a gastronomic transformation chosen by the student. A deadline will be set for the paper at the end of the course. The paper must be written in English.

**Texts**

For this teaching, for both the theoretical and practical parts, specific teaching materials have been developed which does not coincide with texts available on the market.

Students will receive the materials through the Blackboard platform.

Further reading:


Field Project

Professor: Carmine Garzia | ECTS: 8

This interdisciplinary applied project is carried out by groups of students, supervised by a professor, for a business or national or international institution, which will provide the team with a formal brief for the analysis and research of innovative solutions.
Objectives

The “Critical Gastronomy and Communication” course prepares students to work in professional and research capacities in communication, publishing and the promotion and culture of taste; to have a critical knowledge of food production and product selection; and to work in hospitality culture and management.

After finishing the course, students will be able to:

- understand, develop and critically use the concepts of taste, quality, gastronomy, perception and food culture.
- orient themselves in the universe of foodies and foodism, and in the sphere of food and wine innovation and creativity.
- take on managerial responsibilities in the fields of fine dining and professional food and wine communication.

Prerequisites

Students must have a basic knowledge of the gastronomic sciences, acquired either during the three-year undergraduate degree at the University of Gastronomic Sciences or during the initial training for students from other undergraduate programs. No specific philosophical or communication knowledge is required, because this will be taught during the course and calibrated specifically based on the backgrounds of the students present.
Contents

Program

Course topics:

- Relationship between mind, body, emotions and desires through food
- Taste as a multisensory system
- Taste: culture, knowledge and wisdom
- Esthetics of taste and ethics of taste
- Cooking as art/art as cooking/wine as art: case studies

Through active discussion in class, the examination of documents and films and experiences in the field, the course intends to provide the theoretical tools for the acquisition of a critical sense. The aim is to understand that the discourse on food can be a model for a global comprehension of reality, a tool for interpretation that allows on the one hand the improvement of individual perception and sense capacities, and on the other an ethical and political sensitization. The question of art will be discussed as an example of how food and wine now intersect different planes of the cultural, emotional and cognitive discourse. Economic, esthetic, cultural and social issues emerge from seeing cooking and wine as artistic practices.

Teaching method

Lectures, discussions in class, exercises at home and, if possible, visits to food businesses.

Criteria, rules and procedures for the exam

Final written exam, lasting 2 hours, without the use of notes or books. Students will have to demonstrate that they have learned the concepts presented during the course, and that they are able to elaborate on the issues discussed in the program, in line with the course’s educational objectives. The exam will consist of 5 open questions and 10 closed multiple-choice questions. Every open question will be graded with a mark from 0 to 4, while each closed question will be worth 0 or 1 (wrong or right answer). Honors can be awarded based on the responses to the open questions.
Texts

3. Further materials will be prepared by the lecturer and provided in PDF format during class.
Systemic Food Design

Professor: Franco Fassio | ECTS: 6

Objectives

The “Systemic Food Design” course prepares students to formulate and articulate in a comprehensive way a “system design” oriented towards environmental, social, economic and sensorial sustainability. The systemic approach involves the analysis and planning of the flow of matter, energy and knowledge, within each system and between different systems.

By studying the structure of the overall behavior of interacting elements, students will learn how to design value relationships that narrate a system quality. Systemic design methodology, applied to the gastronomic sciences, offers a new paradigm of the production process, no longer based on competition between parts and standardization but on collaboration and the protection of natural and cultural biodiversity. By emulating natural systems, the human economic model can reduce its negative impact on the environment and, in a renewed humanism, emphasize the cultural and social values linked to people’s real biological needs. Equilibrium and harmony with ecosystems, resilience and a widespread well-being are therefore some of the objectives of a systemic project.

At the end of the course, students will be able to understand the importance of a systemic approach for the analysis and design of new economic-cultural models linked to the “food system.” Particular attention will be paid to the analysis of case studies. Through a process of gradually increasing complexity, students will be guided through the development of a systemic project.

Prerequisites

Students taking this course should have an in-depth knowledge of the main food production and supply chains as a whole and demonstrate strong critical and analytical skills. International scientific papers in English will be used to illustrate innovative solutions in the sector.
Contents

Program

Course topics:

- Analysis of the main actors that influence the “food system”
- History of the systemic approach
- Culture of the system project within the current context
- Planning methodology for Systemic Food Design
- Holistic survey of a case study
- Development of a systemic project
- Evaluation of values and systemic communication

Teaching method

Lectures, exercises and group work based on sources distributed by the lecturer and thematic groups.

Criteria, rules and procedures for the exam

The final exam will test the acquisition of knowledge and skills through an oral test lasting 15 minutes, during which the work group, usually composed of a maximum of two to three students, will present the main characteristics of the project they have developed and respond to theoretical questions about the discipline of systemic design.

At the same time, candidates will also have to submit a written report of the developed design proposal, which will be assessed by the lecturer the week following the oral test using criteria such as the complexity of the topics covered, the completeness of the information provided, the project’s innovation and sustainability and the applicability of the proposal.

The final grade communicated to the candidate will be an average of the marks awarded for the oral test and the written report.
Texts

For this course, special teaching material has been developed that does not coincide with texts available on the market. The material relating to lessons will be made available to students on the Blackboard platform.

Textbook:

- Circular Economy for Food – Franco Fassio and Nadia Tecco – Ambiente – 2018

Further reading:

- Systemic Design – Luigi Bistagnino – Slow Food Editore – 2011
- Blue Economy – Gunter Pauli – Paradigm Publications – 2010
Objectives

The “Food Culture” course will prepare students to understand the main transformations that have taken place in the food system, diet and food cultures in the modern and contemporary age, focusing first on the transatlantic space and then on Italy.

After finishing the course, students will be able to understand food history in its productive, distributive, political, consumer, and identity (gender, class, national and ethnic) dimensions, becoming aware that the contemporary food system and food cultures are the consequences of the choices and dynamics of different actors and societies in the past.

Prerequisites

Students taking this course should already have a good level of written and spoken English and a basic knowledge of modern and contemporary world and Italian history (high school level).

Contents

Program

1. Spices and the Rise of Global Trade: Colonialism and Capitalism
2. The Industrialization of Food
3. Food and Nation: Rural Ideals, Domestic Technologies and Food Policies
4. Nutrition Science, Public Health and the Corporate Food Industry
5. Food, Migration and Mobility
6. Global Food, Global Surprises
7. Introduction to Italian (Slow) Food: Place, Landscape and Mobility
8. The Diet of Rural and Urban Working Classes, 1861 to World War I
9. Writing Culinary Italy and Practicing Fascist Food, World War I to World War II
10. Food and Migration
11. The Industrialization of Italian Food after World War II
12. The Globalization of Italian Food

Teaching method

The course involves lectures and discussions in class of readings (done in advance) and includes exercises and the screening of film clips and documentaries. The course is taught in English.

Criteria, rules and procedures for the exam

The exam consists of a research paper, between 2,000 and 3,000 words long, written on a topic of the student’s choice arranged in advance with the lecturer. The paper must follow academic standards, include footnotes and a bibliography and use one of the most widely adopted citation styles (e.g. The Chicago Manual of Style). The paper can be in English or Italian.

Texts

Teaching material for all students:

Simone Cinotto, The Italian American Table: Food, Family, and Community in New York City (Urbana, Ill.: University of Illinois Press, 2014).


The material relating to the lessons will be made available to the students on the Blackboard portal. (Students are asked to download or print in advance the material that will be used for discussion in class.)

Further reading:

- Wolfgang Schivelbusch, “Coffee and the Protestant Ethic”
- Martin Bruegel, “How the French Learned to Eat Canned Foods, 1809-1930”
- Amy Bentley, “Islands of Serenity: The Icon of the Ordered Meal in World War II”
• Karal Ann Marling, “Betty Crocker’s Picture Cook Book: The Aesthetics of Food in the 1950s”
• Purnima Mankekar, “India Shopping: Indian Grocery Stores and Transnational Configurations of Belonging”
• Yunxiang Yan, “Of Hamburger and Social Space: Consuming McDonald’s in Beijing”
• Deborah Barndt, “On the Move for Food: Three Women Behind the Tomato’s Journey”
• Paolo Sorcinelli, “Identification Process at Work: Virtues of the Italian Working Class Diet”
• David Gentilcore, “Taste and the Tomato in Italy: A Transatlantic History”
• Carol F. Helstosky, “Recipe for the Nation: Reading Italian History Through La Scienza in Cucina and La Cucina Futurista”
• Leen Beyers, “Creating Home: Food, Ethnicity, and Gender among Italians in Belgium since 1946”
• Antonella Valoroso, “‘A Kitchen with a View’: The Modernization of Gender Roles in Italy through Barilla’s Advertising Campaigns”
• Jonathan Morris, “Making Italian Espresso, Making Espresso Italian”
Elective Courses

Focus 1: Innovation, Creativity and Culture of Food

Module 1 - New Frontiers of Gastronomy

Professors: Andrea Pieroni, Michele Fontefrancesco | ECTS: 6

Objectives

The “New Frontiers of Gastronomy” course will prepare students to explore and understand the main forms of innovation in the field of food production and consumption at an international level.

The course highlights how gastronomic innovation is linked and related to technological innovation, the promotion of biodiversity and local cultural diversity, local development, education, social platforms, communication, economic practices and methodological approaches. For each of these areas, specific examples will be presented and discussed, with the aim of encouraging a modeling of innovation processes.

The course involves students in fieldwork research activities aimed at studying the processes of gastronomic innovation in the field, in order to survey changing foodscapes and the emergence of new forms of food “commoning.”

By the end of the course, students will be able to understand the main trajectories of gastronomic innovation linked to the production, trade and most of all consumption of food, as well as the use of food as a social and educational platform. Through the analysis of case studies, they will acquire a general picture at an international level of gastronomic innovation phenomena, both in countries with an established gastronomic tradition and in emerging contexts. In particular, they will be provided with theoretical and methodological knowledge aimed at the empirical analysis of experiences of innovation, with the objective of identifying good practices that can be replicated in other social and cultural contexts. They will also perfect techniques of explaining and presenting survey data with the aim of fostering a more mature capacity, both written and spoken, to expound on research results.
Prerequisites

Students taking this course should already have an advanced knowledge of English, in order to fully understand the teaching materials and actively participate in class. They should also have a basic knowledge of social sciences, particularly in regards to qualitative socio-anthropological and economic research methods. A knowledge of physical, political and economic geography will allow an easier contextualization of the different case studies.

Contents

Program

Course topics:

- The context of gastronomic innovation
- International trajectories of gastronomic innovation
- Innovation and promotion of local biodiversity
- Innovation and promotion of cultural diversity
- Innovation and local economic development
- Innovation and new consumption practices
- Innovation and social development
- Innovation and education
- Analysis and research methods for gastronomic innovation
- Workshop 1: Transformation of food consumption
- Workshop 2: Transformation of production and marketing methods

Teaching method

Lectures in English, viewing and analysis of documentary material, exercises in class, presentations by students.

Criteria, rules and procedures for the exam

Written exam, in English, lasting 2 hours, in which students will have to write a paper on a project they would carry out in the field or develop two topics chosen from a list of six.
Texts

Teaching material for all students:

- Supplementary handout prepared by the lecturers.

Lessons: The material relating to the lessons will be made available to the students through Blackboard on the course page.

Exercises: The material will be provided by the lecturers through Blackboard on the course page.

(Students are asked to download or print the material that lecturers will use in the classroom in advance, so as to facilitate note-taking.)

Module 2 - Anthropology and Multiculturalism

Professor: Michele Fontefrancesco | ECTS: 6

Objectives

The “Anthropology and Multiculturalism” course will teach students how to understand food as a cultural product, the result of interwoven cultures, through an approach focused on the student’s direct experience.

The course involves students in empirical research activities aimed at analysis in the field of cultural processes that tie food to migration and multiculturalism, in particular presenting qualitative research methods such as interviews and participant observation.

Gastronomic development is examined in light of historic and current migrations, highlighting the sedimentation of knowledge, skills, ingredients and meanings that characterize gastronomy. The course provides the fundamental tools for reading gastronomy as an interface between cultures and a useful instrument for reinforcing processes of inclusion and cultural integration.

“Anthropology and Multiculturalism” analyzes the categories of migration, multiculturalism and integration, and examines the link between individual and collective experience. It offers
theoretical and methodological tools for analyzing food in multicultural contexts, tracing the trajectories of cultural hybridization and gastronomic innovation.

By the end of the course, students will be able to understand the role of food in multicultural environments. They will be able to take the correct approach to qualitative anthropological research focused on food and foodways.

Students will also have learned the main theoretical and methodological concepts linked to food anthropology, migration and multiculturalism. They will have tried out the main qualitative methodologies of field research and also acquired experience in the organization of anthropological investigation, in a group or on their own.

Prerequisites

Students taking this course should already have an advanced level of English, in order to be able to fully understand the teaching materials and participate actively in class. Ideally students will already have a basic knowledge of the social sciences, particularly in regards to qualitative methods of socio-anthropological and economic research, as well as basic knowledge about the international gastronomic scene and physical, political and economic geography so as to allow an easier contextualization of the different case studies.

Contents

Program

Course topics:

- Culture, food and nature
- Historical anthropology of food
- Anthropology and migration
- Anthropology, multiculturalism and integration
- Food, gender and class
- Food and family
- Anthropological research methods
- Ethnographic interviews and life stories
- Ethnography and the study of gastronomy
- Ethnography of a restaurant
- Ethnography of a market
• Ethnography of migration

**Teaching method**

Lectures in English, examination of documentary ethnographic materials, exercises in class, presentations by students.

**Criteria, rules and procedures for the exam**

Written exam in English. Students will have two hours to write about two topics from a choice of four.

**Texts**

Teaching material for all students:

• Supplementary handout prepared by the lecturer.

Lessons: The material relating to the lessons will be made available to the students through Blackboard on the course page.

Exercises: The material will be made available to the students through Blackboard on the course page.

**Further reading:**

Focus 2: Entrepreneurship in the Food Industry

Module 1 - Entrepreneurial Strategy

Professor: Carmine Garzia | ECTS: 6

Objectives

The “Entrepreneurial Strategy” course has the objective of providing students with the advanced strategic, economic and legal analytical tools needed to develop an entrepreneurial idea and evaluate the development of an entrepreneurial idea within existing business contexts.

Prerequisites

A basic knowledge of strategic analysis tools and commercial law.

Contents

Program

The course will develop the following topics:

- Analysis of market opportunities
- Development of a business (entrepreneurial) idea
- Definition of the business model
- Definition of the revenue model, economic projections
- Evaluation of the legal aspects of an entrepreneurial idea or an innovative project within an existing business context

Teaching method

The course is based on the analysis and discussion of real-life cases; the research, development and presentation of data; and the development of presentations and notes.
Criteria, rules and procedures for the exam

The evaluation of the knowledge acquired will be based on a series of class assignments (to be completed individually or in groups) which will be given during the course and a final written exam.

Texts

Handout of readings prepared by the lecturer.

Any other textbook will be communicated by the lecturer before the start of the course.

Module 2 – Marketing and Communication for Food

Professor: Mia Farone | ECTS: 6

Objectives

The “Communication for Food Marketing” course will prepare students to work in the food and wine sector. After finishing the course, students will be able to use appropriate terminology and communicate in English on a wide variety of business topics relating to food and wine, with an emphasis on the actions a business takes to communicate with end users, consumers and the public.

Prerequisites

The minimum English language level recommended for participants is B2.

Contents

Program
Students will develop the ability to discuss international business topics relating to food and wine in English. The following learning objectives will be addressed:

- Becoming fluent in the use of specific terminology in real-life situations.
- Improving listening and speaking skills in a marketing context.
- Summarizing and presenting information in meetings.
- Learning written language skills for specific marketing communications, i.e. advertising, promotions, PR and sales.
- How to pitch to potential clients.

**Teaching method**

This course uses both lectures and group activities. Lectures address listening, reading and oral comprehension skills in food and wine contexts, while group activities focus on the student’s ability to develop and present information.

**Criteria, rules and procedures for the exam**

Learning will be assessed by a final exam and by mandatory classwork. In case of absence, the student will be required to make up for missed classwork with an alternative activity.

**Texts**


Special teaching materials have been developed for this course which do not correspond to texts available on the market, including articles, book extracts and case studies.

The textbook will available from the UNISG Library before classes start and other material will be made available to the students on Blackboard before each class.

When required, students will be asked to download or print the material that will used in the classroom in advance, so as to facilitate note-taking and reading.
Stage

Professor: Carmine Garzia | ECTS: 10

In the second semester of the second year, students will complete an internship, either full- or part-time, lasting around 250 hours in total, at a business or institution in Italy or elsewhere, ideally chosen from among those with which UNISG already has an established relationship, particularly the Strategic Partners and Contributing Members.

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Final Thesis