



## Course Information “The Economics of Agro-Food Value Chains”



### What to expect?

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This course is taught by a group of international experts from Universities in Italy, Germany, Ireland, Scotland and the Netherlands. Each of them will give you insights into a specific topic related to food quality and the organization of the agro-food value chains.

The course is a six-week program, but you can go at your own speed as it is fully self-paced.

The course is divided in 13 modules (30 min. - 1 hour). Each module is divided in lessons. A full script for each lesson is provided.

### What are the course contents?

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In this course, you learn how the agro-food value chain approaches the challenge of constantly improving its competitiveness by producing high quality food and products and also aiming to attain greater sustainability. In particular, aspects considered in the course are:

- The notion of quality for food and agricultural products and consumer value.
- How to conduct market research in this field.
- Labelling, branding and pricing strategies, as-well as innovation in the agro-food sector.
- How sustainability can be used as a competitive advantage through corporate social responsibility.
- The different forms of coordination in the chain, in particular with regard to the retailing and distribution sector.
- The role and different types of industrial standards.

### Summary of modules and responsible institution:

Module		Partner
1	Quality and consumers	TUM
2	Market research	UNICAS
3	Asymmetric information about quality	SRUC
4	Food labelling	TUM
5	Pricing Strategies and Implications Brand personality	TUM
6	Geographical Indication	UCD
7	Consumer Behaviour and Brand Personality	UCD
8	Innovation and quality	TUM
9	Corporate social responsibility	WUR
10	Introduction to incentive problems	WUR
11	Pricing schemes for cooperative	UNICAS
12	Coordination, Quality and Modern Retail	UNICAS
13	Industrial standards	SRUC

### What are the requirements for participation?

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Introductory bachelor level course in microeconomics  
(Varian, Introduction to microeconomics;  
Nicholson, Microeconomic Theory: Basic Principles and Extensions)

### Target market

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This course is primarily aimed at economics and life science students at an advanced bachelor's level or introductory master's level and professionals interested in the agro-food value chains.

### May I collect credit points with this course?

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This depends on your university and your study program.

### Any questions?

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For all questions concerning the course "*The Economics of Agro-Food Value Chains*", use the contact details on the course page.