



COURSE NUMBER AND TITLE: SUST 440 - Sustainability Solutions: Management - The Food Industry.
(45 contact hours, 3 credits)

This syllabus is informational in nature and is not an express or implied contract. It is subject to change due to unforeseen circumstances, as a result of any circumstance outside the University's control, or as other needs arise. If, in the University's sole discretion, public health conditions or any other matter affecting the health, safety, upkeep, or well-being of our campus community or operations requires the University to move to remote teaching, alternative assignments may be provided so that the learning objectives for the course, as determined by the faculty and the University, can still be met. The University does not guarantee specific in-person, on-campus classes, activities, opportunities, or services or any other particular format, timing, or location of education, classes, activities, or services.

Mask Policy

Please be advised that the mask policy in this class will follow Sant'Anna Institute requirements. When/if the University enacts a mask policy, all students are expected to adhere to the policy.

Course description

In this course, students will explore the fundamental pillars of business management, focusing on how these principles are applied specifically within the context of the food production system. The course will provide students with a comprehensive understanding of the entire food production process, from farm to table, with a particular emphasis on sustainability.

Starting with the basics of farming, students will be introduced to a variety of sustainable agricultural techniques, exploring how farming practices can minimize environmental impact and enhance long-term productivity. They will also dive into the complexities of the food supply chain, learning how to make responsible decisions about sourcing, production, and distribution, all while ensuring that the ecological footprint is minimized.

Furthermore, the course will guide students through the process of selecting the best sustainable techniques for food production, from innovative farming methods to sustainable packaging and waste reduction strategies. They will then study the most effective business strategies for marketing and selling sustainable food products, taking into account current trends in consumer preferences for eco-friendly products and the growing demand for sustainability in the food industry.

By the end of the course, students will be equipped with a deep understanding of the challenges and opportunities within the food production system. They will be able to make informed

decisions that balance the need for profitability with the importance of environmental responsibility. In addition, students will have gained the tools to evaluate and implement sustainable practices within the food industry, preparing them for leadership roles in businesses that prioritize sustainability and ethical practices.

Course Learning Outcomes

Upon mastering the course content, students will:

- Understand the basic management structure of a food business with agriculture and farming as its core.
- Grasp the principles of circular economy and sustainability, and how these are applied in the food industry.
- Gain knowledge of Italy's heritage in biodiversity through the various pillars of Protected Geographical Indication (PGI) and other product protection systems/labels.
- Learn how local food production has evolved over time, adapting to climate and market changes.
- Develop the ability to draft a marketing plan for a food business to identify the best marketing strategy.

Suggested textbook

- *How to Create a Sustainable Food Industry: A Practical Guide to Perfect Food* (Routledge Studies in Food, Society and the Environment) by Melissa Barrett (Author), Massimo Marino (Author), Francesca Brkic (Author), Carlo Alberto Pratesi (Author)
- *Sustainability in Agribusiness* (Routledge Studies in Agricultural Economics) 1st Edition - by Maria Carmela Annosi (Editor), Francesco Appio (Editor), Federica Brunetta (Editor)

EXAMS and ASSIGNMENTS

Your numerical grade will be based on the following categories and weights:

- Class presentations 20% (two)
- Attendance and participation 10%
- Mid-Term Exam 20%
- Final Exam 25%
- Class Project 25%

GRADING SCALE

A 95%-100%

A- 90%-94%

B+ 87%-89%

B 83%-86%

B- 80%-82%

C+ 77%-79%

C 73%-76%

C- 70%-72%

D+ 67%-69%

D 63%-66%

D- 60%-62%

F < 60%

Course Topics:

Unit 1: The Pillars of Management

- Business Management Pillars
- Competitor Analysis
- Production and Supply Chain
- Marketing Strategy
- Performance Management

Unit 2: Sustainability

Sustainability

- Production and consumption: The different roles we play
- Challenges and opportunities
- Regulatory environment and international policy

Circular Economy

- Origins and principles
- Circular strategies and examples

Unit 3: The Food Industry

- The Food Production Industry
- History of agriculture
- Biodiversity
- Modern and sustainable techniques

Unit 4: The Italian Food Market

- The "Made in Italy" brand
- Protected products and production systems
- Italian Sounding

Unit 5: Local Productions: History and Characteristics

- The history of agriculture in the Sorrento Coast
- Lemons, tomatoes, and extra virgin olive oil
- Focus on extra virgin olive oil (field trip + fundamentals of olive oil tasting)

Unit 6: Food Marketing

- Marketing of Sustainable Food
- The marketing plan for an agricultural business
- Social media in the food industry

Unit 7: Farm-to-Fork Strategy

- The "Campagna Amica" model
- Field trip to a farmers' market

Please note: The course will also include **on-site visits** to explore local businesses in the Sorrento area that specialize in the production and marketing of sustainable food products.

CLASS POLICY

Attendance

You are allowed ONE unexcused absence. Documentation for any other absence MUST be produced and APPROVED by your faculty. For absences due to illness, please provide the faculty with a doctor's note upon returning to class as well as inform them and/or the Office the first day of illness.

Participation grants the student one point for each lesson they attend. Unjustified absences result in 0 points. Participation in field-trips, if any, awards 2 points, while non-participation results in a loss of 2 points.

Late submissions:

Assignments not submitted by the due date will receive a penalty of 10% for the first 24 hours, 20% for a 48-hour delay. No submissions will be accepted more than 3 days after the deadline,

unless arrangements have been made with the instructor (for extensions under exceptional circumstances, apply to the course instructor).

Personal Technology:

Please turn cell phones off during class. You can use laptops to take notes, however social networking, e-mailing, surfing the Internet, playing games, etc. are forbidden during class. Any student caught using their laptop/cell phones inappropriately during class will be asked to turn them off. Repeated violations of this rule after the first warning will result in the student being marked absent for the day and permanently losing their laptop privileges. Please be respectful and limit your use of personal electronic devices during class to academic purposes.

Contesting a grade:

If students wish to contest a grade, they must make an appointment to do so in person. The student should contact the instructor with any concerns within ONE week of receiving the grade. The student must also demonstrate that they have read the comments accompanying the grade by presenting a brief written statement specifying why the grade does not reflect the quality of the work. It is at the discretion of the instructor to decide whether the work and the student's request warrant any increase or decrease in the grade. Students should retain a copy of all submitted assignments and feedback (in case of loss) and should also retain all of their marked assignments.

Recommended behavior:

- Class begins promptly at the beginning of the class period. It is advisable that you be in your seat and ready to start participating in class at that time.
- Always bring the required supplies and be ready to be actively engaged in the learning process. This communicates preparedness and interest.
- Turn your cell phone off or to vibrate mode before the start of class;
- It is fine to bring a drink or a snack to class, as long as it is not distracting. In conjunction with this, please pick up your trash when you leave the room.
- Your professor expects your full attention for the entire class period. If you know that you'll need to leave before the class is over, try to sit as close to the door as possible so as not to disrupt others. Similarly, if you arrive in class late, just slip in as quietly as possible and take the first available seat you come to.
- Do not sleep in class! Laying your head on the desk or sleeping in class is rude, and it is distracting to others. Turn in assignments on time.
- When you have a question or comment, please raise your hand first as a courtesy to your classmates and the professor. Remember, your questions are NOT an imposition – they are welcome. So, ask questions! You'll learn more, it makes the class more interesting, and you are helping others learn as well.

- If an emergency arises that requires an absence from a session, it is your responsibility to get the notes and all other information that was covered in class from a colleague you trust.

Secular and religious holidays:

Sant'Anna Institute recognizes that there are several secular and religious holidays - not included in the Italian calendar - that affect large numbers of its community members. In consideration of their significance for many students, no examinations may be given and no assigned work may be required on these days. Students who observe these holidays will be given an opportunity to make up missed work in both laboratories and lecture courses. If an examination is given on the first class day after one of these holidays, it must not cover material introduced in class on that holiday. Students who wish to observe such holidays must inform their instructors within the first two weeks of each semester of their intent to observe the holiday even when the exact date of the holiday will not be known until later so that alternative arrangements convenient to both students and faculty can be made at the earliest opportunity.

Students who make such arrangements will not be required to attend classes or take examinations on the designated days, and faculty must provide reasonable opportunities for such students to make up missed work and examinations. For this reason it is desirable that faculty inform students of all examination dates at the start of each semester.

ACADEMIC HONESTY

"Members of the Jacksonville University community are expected to foster and uphold the highest standards of honesty and integrity, which are foundations for the intellectual endeavors we engage in.

To underscore the importance of truth, honesty, and accountability, students and instructors should adhere to the following standard:

"On my honor as a student of Jacksonville University, I promise to uphold the values of honesty, trust, fairness, respect, and responsibility in all my dealings with faculty, staff, and students."

Academic misconduct occurs when a student engages in an action that is deceitful, fraudulent, or dishonest regarding any type of academic assignment that is intended to or results in an unfair academic advantage. In this context, the term "assignment" refers to any type of graded or ungraded work that is submitted for evaluation for any course. Academic misconduct includes but is not limited to cheating, collusion, falsification, misrepresentation, unauthorized collaboration on assignments, copying another student's work, using or providing unauthorized notes or materials, turning in work not produced by the individual, attempting to get credit for a single instance of work submitted for more than one course, and plagiarism. Furthermore, providing deceitful, fraudulent, or dishonest information during discussions of an academic matter with faculty are also examples of academic misconduct." (Jacksonville University [Academic Integrity Policy](#)),

Throughout this course we will be reading and reporting about the work of others. All information that is not original to the student must be appropriately attributed in both presentations and written work. All students are expected to do their own work and give appropriate credit for all sources used in the process of preparing papers, presentations, and homework assignments. Group assignments will be graded based on the product of the work, although some adjustment may be made for participation. [If you have a question about whether or not collaboration is allowed, or how to cite a reference, please ask. It is always better to check than to be accused of an unintended violation of the academic honesty policy]. Violations of the academic honesty policy will be dealt with in accordance with university policies [Refer to current Academic Catalog "Academic Integrity and Misconduct"].

Course Level Penalties: A first offense may result in a failing grade for the assignment. Second offenses may result in failure in the course. Significantly egregious violations may result in expulsion from the university. When in doubt give credit for all information that did not come directly out of your head!

DISABILITY STATEMENT

Students with a documented disability requesting classroom accommodations or modifications, either permanent or temporary, resulting from the disability are encouraged to inform the faculty in the first week of the program.