

# TEACHING UNIT OF FOOD CULTURE AND ETHICAL FOOD

BA course in Hospitality Management

Teaching unit

Undergraduate A.A. 2019/2020

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SSD

CFU

Year (I, II o III)

Semester (I o II)

Eventual pre-requisite (specify the teaching unit): Political Economy

Lessons timetable (to click on)

## LEARNING OUTCOMES

### Knowledge and understanding

This course is designed to introduce students to current and foundational issues in food and wine culture and the evolution of the dimensions and functions that Postmodern Society assigns to food. A specific focus will be given to ethical dimensions of food. The course while providing an overview and methodological toolbox, will act as a springboard to interpret in an innovative way, the role food plays in perception and preferences of consumers and, more generally, of citizens.

### Applying knowledge and understanding

The goals of this program are to:

- Introduce students to the specificities of food in terms of consumer preferences and the evolution of the concept of food quality in Postmodern Society.
- Train students to identify the different dimensions of the quality of a food from those relating to the intrinsic attributes of the product to those relating to the ethical values of the production process and of the food itself and its cultural history.

### Any other learning outcomes, considering:

- **Student Autonomy** : Students are required to be able to critically apply the acquired knowledge, managing to analyze real food products in order to identify their qualitative dimensions and positioning in consumers and citizens perception.
- **Communication skills**: Particular attention is paid to the acquisition of adequate terminology and the acquisition of an appropriate methodology for the transfer of concepts related to the different dimensions of food quality and consumer preferences. Communication must be effective for specialists and non-specialists.
- **Learning skills**: Train students to the use of traditional sources but also to the use of modern information channels in the food environment. Sources must be evaluated independently by students, in order to make them able to identify and understand autonomously the food sector.

## SYLLABUS

- The role of food in society and how it shapes identity and structures our lives
- The evolution of the concept of food quality in Postmodern Society
- The historical-cultural dimension of quality in food products
- The ethical dimension of food
- The modern role of sensory aspects in consumer preferences: the transformation of credence attributes into experience attributes
- The role of the trust in the relationship between food and society

## REFERENCE BOOKS AND ARTICLES

Frontal teaching with the aid of audiovisuals. Students are encouraged to actively participate in debates on the topics being dealt with, in connection to real case study. Teaching is enriched by the research activity teacher conducts in the different areas of consumer behavior.

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## ASSESSMENT METHODS AND CRITERIA

Grading is based on attendance, participation, and a final presentation during the final class meeting. Final project is based on a case study. Students have to apply to a specific case study what learned during the course. Final assignment requires also students engagement with stakeholders in the food sector.

## EXAM'S STRUCTURE

<b>The final exam is based on</b>	<b>Written and oral</b>		<b>Only written</b>		<b>Only oral</b>	
<b>Project work and relative discussion</b>	<b>100%</b>					
<b>Other (specify)</b>						
<b>In case of written exam</b>	<b>Multiple choice</b>		<b>Open ended (no more than one page)</b>		<b>Numerical exercises</b>	

## NOTES

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