



Università
degli Studi di
Messina

Department of Economics

First Level Master in
Food, Quality and International Management - I edition
Academic Year 2021/2022

The Director

GIVEN the Statute of the University of Messina;

GIVEN the D.M. 509/99 and the D.M. 270/04 and subsequent amendments and additions;

GIVEN the University Academic Regulations currently in force updated with D.R. 1636 of 22 July 2015;

GIVEN the Regulations for the discipline of higher education courses approved by D.R. n. 1463 of 7 June 2020;

GIVEN the resolution of the Council of the Department of Economics of 24 February 2021, transmitted with prot. no. 27559 of 26.02.2021, which approves the establishment of the 1st level Master in Food, Quality and International Management and the training credit plan;

GIVEN the minutes of the Evaluation Unit which on 30.03.2021 (Prot. No. 53201 of 22.04.2021) resolved to express a favorable opinion on the activation of the 1st level Master in Food, Quality and International Management;

GIVEN the resolutions of the Academic Senate and the Board of Directors of the University of Messina of 17.05.2021 with which the 1st level Master in Food, Quality and International Management is activated;

GIVEN the Rector's Decree Rep. N. 1237 prot no. 073291 of 08/06/2021, which approved the activation of the 1st level Master in Food, Quality and International Management for the academic year 2021/2022 and the appointment of Prof. Giuseppe IOPPOLO, belonging to the Department of Economics , as Director of the same Master;

GIVEN art. 15 of Law no. 183/2011 (Stability Law for 2012) “Rules regarding certificates and self-declarations”;

GIVEN the directive of the Minister of Public Administration and Simplification no. 14 prot. 0061547 of 22.12.2011 "Urgent formalities for the application of the new provisions on certificates and self-declarations referred to in Article 15, of the Law of 12 November 2011, no. 183 ";

DECLARES

that the University of Messina - Department of Economics has activated the 1st level Master in *Food, Quality and International Management* for the academic year 2021/2022.

PURPOSE:

The Master will offer students the knowledge and skills appropriate to pursue a professional career in the public and private sectors related to the complex world of "Food".

The study program of the first level Master in Food, Quality and International Management offers an integrated approach to the study and evaluation of processes and products according to a management logic oriented to the quality of the entire agri-food chain. The techno-economic-managerial approach includes full knowledge of all operations. The entire supply chain is studied from the primary sector to the final consumer, with particular reference to the in-depth study of food products. The Master, lasting one year, offers students the opportunity to analyze the contents of the subjects covered by the master using an approach related to social sciences, digital innovation and biology. This teaching model on the issues of food quality, intended as a product, and business management extended to the supply chain, and of commercial policies and strategies, provides an innovative package of integrated advanced skills in traditional training courses.

The Master trains professionals specialized in the management of different processes related to the world of food. It will train technical-scientific specialists who will carry out activities in the Italian and international companies of production, packaging, distribution, retail and large-scale distribution, which address not only a national market but which have a particular vocation for international export. The trained professionals will be able to carry out their activity as business consultants in the fields of marketing, communication, quality processes, human resources, corporate strategic planning and innovation. This will be possible due to their managerial knowledge, knowledge of biological and technological innovation expertise. They will also acquire additional expertise in the internationalization of companies.

Additionally, participants in the program will acquire the necessary skills and pre-requisites to apply for the specialist- economic-business degrees, in particular the Master's degree LM-77 / BUSINESS CONSULTING AND MANAGEMENT curriculum "International Management ", delivered entirely in English.

SPECIFIC OBJECTIVES:

The Master will allow students to acquire the necessary training to professionally manage companies and suppliers of any entity, evaluate investments and financing strategies, combining a digital technological-oriented approach with the principles of management, innovation and promotion of a sector that represents the Italian spirit in the world.

Italy is one of the countries with the highest density of excellent food and wine producers. From north to south, passing through the center and the islands, each region stands out for its food and wine identity and the heritage of its cuisine. From oil to cheese to wine: there are in fact more than five thousand traditional agri-food products classified by the Ministry of Agriculture; each one tells the story of a territory, expresses the soul of a place, and a knowledge that has been handed down for centuries, especially among the many small “Made in Italy” producers. Genuine and simple, the typical products of Italian gastronomy are the architects of the Mediterranean diet, appreciated all over the world and among the cornerstones of the Italian national economy.

The Master in Food, Quality and International Management is characterized by practical and dynamic teaching: theoretical sessions alternate with workshops, case studies and project work. The teaching material will be supplemented by in-depth studies and specialized texts, delivered at the end of each module. The teachers involved will be selected on the basis of their consolidated experience, accumulated internationally, both as experts in the sector and as university teachers.

The Master's program in Food, Quality and International Management is an intensive one-year full-time teaching model that prepares recent graduates (undergraduate) from diverse academic backgrounds for a wide range of careers in management such as management consulting and professional services. The classroom will be international, multi-ethnic and multi-racial, creating a unique environment but representative of the global context.

Finally, the production of high quality food products requires a technical-managerial perspective, which represents the core-mission of an innovative program that embraces all areas of the field by offering students a practical experience in Italy, considered a leader in food products, oenological and culinary.

EDUCATIONAL OBJECTIVES:

The Master includes a specific teaching program, with contributions from experts and brand leaders to promote knowledge of the excellence of the Italian food and wine system, linking it to the principles of economy and competitiveness.

The learning objectives are developed in 6 key areas, 3 basic and 3 specialized, which accompany the individual activity of each candidate, in the production of a thesis which, thanks to the involvement of MDPI, will then be the subject of a specific collected (special issue) and published open access (gold).

The areas are:

1. Economics Area (36 hours L.F. - 6 CFU) - SECS P02 / P03 / P06 - Basic
2. Area Management (60 hours L.F. - 10 CFU) - SECS P07 / SECS P08 - Basic
3. Marketing Area (60 hours L.F. - 10 CFU) - SECS P07 / SECS P08 - Basic
4. Eco-Design and Circular Economy Area applied to the Green Supply Chain (24 hours L.F. - 4 CFU) - SECS P13 and / or External Teaching - Specialized
5. Digital Skills Area (36 hours L.F. - 6 CFU) - Specialist (External Teaching)

6. Quality and Safety Area (72 hours L.F. - 12 CFU) - SECS P13 - AGR 01 - CHIM 10 and External Teaching – Specialized

TEACHING STRUCTURE OF THE MASTER:

The Master will be divided into two semesters. The training course during the first semester will focus on economic-business disciplines (basic) and subsequently will focus on three specialist areas that develop skills on Eco-Design and Circular Economy (Green Supply Chain), digital skills and integrated skills on quality, traceability and safety applied to the food sector. During the second semester, students will be involved in the internship period and in the development of a final thesis.

This Master course consists of 60 educational credits for a total of 1500 hours of which 288 hours are lessons and 912 hours are individual study equal to 48 CFU, 200 hours of individual study for the development of the thesis equal to a total of 8 CFU , and an internship period of 100 hours equal to 4 CFU.

In particular, one CFU corresponds to 25 hours of total commitment per student, attributed as follows:

- 6 hours of Frontal Lesson (Art. 8, c.2, Regulations for Higher Education Courses) and the difference (19 hours) of Individual Study (for a total of 25 hours);

or

- 25 hours for internship / training activities

The activities of the Master will take place in "blended" mode (in presence and remotely), in particular the presence mode will be preferred, except for appropriate lessons held in mixed mode or on Distance Learning (DAD) , based on COVID conditions.

Attendance by students in the various activities pertaining to the Courses is mandatory. The number of absences permitted is indicated in the announcement and, in any case, cannot exceed 25% of the expected number of hours of attendance.

The Master includes a specific teaching program, with contributions from experts and brand leaders to promote knowledge of the excellence of the Italian food and wine system, linking it to the principles of economy and competitiveness.

The program is divided into 6 key lecture areas (288 hours - 48 CFU) in addition to:

Internship and mobility (100 hours - 4 CFU)

The program requires that students participate in company internships using any opportunities for scholarships provided by the University for international mobility within the different internationalization programs that the University of Messina makes available to students such as the program Erasmus + mobility program or the Students Around the World call for applications.

Individual lessons and thesis (250 hours - 8 CFU)

The thesis to be written in English will be coordinated both by an internal supervisor (a university professor, teacher of the course) and by a company supervisor.

COURSE AND EDUCATIONAL CREDITS:

Economics Area (36 hours - 6 CFU) - SECS P02 / P03 / P06 - Basic

· Economics of food and wine businesses

- Structure of the food and wine and agri-food market

The Master offers an integrated vision of the business system with particular reference to the enogastronomic context, observed in its structure and operational characteristics, taking into account the economic-social context in which companies operate. The objective is to provide basic knowledge aimed at understanding companies in the local context, but also in a long (global) supply chain perspective, through the qualification of the size of the company system and the deepening of the competitive structure and the economic-financial system. These core modules will provide the student with the foundation for understanding and reading financial statements.

2. Area Management (60 hours - 10 CFU) - SECS P07 – SECS P08 Base

- Fundamentals of management: elements of economics and business organization
- Budget and management control
- Operations and logistics management

The Master introduces and provides full knowledge of the basics of marketing management, analyzing the mechanisms that characterize strategic and operational marketing processes with case studies, and the use of the tools to support marketing strategies in project work. Another objective is the study of corporate strategies that are appropriate to the environmental context and to the expectations of the intermediate and final consumer, with a view to internationalization. Particularly, in line with the current Covid and post-Covid scenarios, a functional space will be dedicated to mastering the techniques for building a business plan and creating a start-up.

3. Marketing Area (60 hours - 10 CFU) SECS P07 - SECS P08 - Basic

- Marketing, communication and commercial development in the food and wine sector
- Export strategies and internationalization policies

Business plan

- The launch of a start-up in the food and wine sector

Food Industry 4.0 and digital marketing and Category Management represent an innovative but fundamental field of study to be competitive. This part is aimed at mastering the most relevant traits and main challenges of Web 2.0, with the aim of identifying the new elements of the Customer Journey and examining the main issues of Digital Marketing by presenting the main tools for a strategic approach and operating in online marketing (e-commerce).

4. Eco-Design and Circular Economy Area applied to the Green Supply Chain (24 hours - 4 CFU) - SECS P13 and External Teaching - Specialized

- Understanding the tools of Eco-Design and Design for the Environment
- The packaging life cycle
- The principles of reverse-logistic and Circular Economy
- Green Supply Chain strategies

The world of Food, in addition to being increasingly a 4.0 world, must necessarily adopt green, sustainable and circularity-oriented policies and solutions. The Master, with the assistance of dedicated professionals,

will provide a dedicated training space which illustrates and provides bases and principles on the current and future pillars for competitiveness and access to local and global markets.

5. Digital Skills Area (36 hours - 6 CFU) - Specialist (INF / 01 Teaching and External Teaching)

· Techno media relations and Food Digital

Management 4.0 categories

· Electronic commerce of food products

Finally, the Master offers an overview of legislative, mandatory and voluntary aspects for the management of processes and supply chains in terms of quality, safety and traceability. Particular attention will also be given to nutraceuticals.

6. Quality and Safety Area (72 hours - 12 CFU) - SECS P13 - AGR 01 - CHIM 10 and External Teaching - Specialist

· Elements of nutraceuticals and food quality

Laws, regulations and standards relating to food and beverages (food law)

· Planning and management of the HACCP system

System manager ISO 22000: 2018 + FSSC 22000

· Supply chain system manager and auditor / ISO 22005

· Lead auditor of the food safety system

· Elements of BRC and IFS, examine two standards applied to large-scale retail trade, valid at national and international level

CANDIDATES

Italian and foreign 1st level graduates, particularly interested in the production chain and the food market (also in terms of e-business), from a managerial and commercial point of view (product innovation, safety, quality, management strategies and sale).

MASTER WEBSITE:

<https://www.unime.it/it/corsi-di-alta-formazione>

MASTER BOARD

Master Director

Surname and Name	Qualifica	SSD	Department
IOPPOLO Giuseppe	PO	SECS-P/13	Economics

Technical- Scientific Committee:

Surname and Name	Qualifica	SSD	Department
GERMANA' Antonino	PO	VET-01	Veterinary

LIMOSANI Michele	PO	SECS-P02	Economics

ADMINISTRATIVE SECRETARIAT OFFICE:

Structure: Department of Economics

Referent: Dr. Giovanna Arrigo

REQUIREMENTS FOR ADMISSION

Those who are candidates to achieve the qualification required for admission can also participate in the selection and be admitted to attend the Masters subject with reserve. In the event of a positive outcome of the selection, these candidates will be able to complete enrollment in the Master, provided they achieve the required qualification in the academic year 2020/2021.

All three-year degrees (or equivalent qualifications) are admitted

Other requirements are knowledge of the English Language (B2) - self-certified.

METHOD OF PARTICIPATION

The application for participation in the selection must be completed electronically, exclusively using the form available at the online address <https://unime.esse3.cineca.it> and following the instructions therein.

There is no participation fee to be paid at the end of the procedure.

The procedure for participation in the selection will be active from the day following the publication of this announcement on the website www.unime.it until 30 November 2021. After this period, the link will be published and it will no longer be possible to fill in the application form. Applications received after this deadline or produced and / or received in a different form or which are incomplete will be excluded.

In no case will additions to the documentation be allowed after the deadline for the call.

Candidates must attach the required documents in pdf format to the application form as specified:

- Curriculum vitae in European format, certifying personal data, professional and educational qualifications, the tasks carried out and the experiences gained (scientific publications, professional and training experiences relevant to the topics of the Master, etc.), rendered in the form of self-certification and signed on each page. This curriculum vitae must include the indication of the grade and the date of achievement in the format day / month / year). The curriculum must contain the formula referred to in art. 38-46 of the Presidential Decree 445/2000, with express indication of the awareness of the declarant of the sanctions pursuant to art. 76 for false statements and that all the data contained in the curriculum as well as the experiences and the tasks carried out in truth;

- Self-certification, made pursuant to D.P.R. 445/2000, certifying the degree held with indication of the final grade;

- Documentation that the candidate deems useful for the purposes of the evaluation (e.g. any publications and / or other qualifications, activities carried out, etc.) to be produced in compliance with the criteria referred to by the recent regulatory interventions to the Presidential Decree 445/2000;

- Front / back photocopy of the valid identification document.

Candidates in possession of a foreign academic qualification must submit, within the deadline set for enrollment, in compliance with the regulations in force regarding the admission of foreign students, the documentation indicated in the following point "ENROLLMENT METHOD / ENROLLMENT".

The information sent by the candidates will be subject to in-depth verification by the competent offices.

Candidates are admitted to the selection procedure subject to ascertaining the aforementioned requirements.

Candidates with disabilities should specify the necessary aids as well as the possible need for additional time for the completion of the examination tests, attaching the relevant certification in the application form, in accordance with current legislation,

The inclusion of untruthful data in the application form will result in exclusion from the final ranking and automatic forfeiture of office from any registration, without prejudice to the penalties provided for by the criminal code and special laws on the subject.

Of the self-certifications, according to what is expressly provided for in articles 46 and 47 of Presidential Decree no. 445/2000 (self-certification) and subsequent amendments, may also make use of:

- EU citizens;

- citizens of states not belonging to the European Union, legally residing in Italy, limited to states, personal qualities and facts that can be certified or attested by Italian public entities (specifically: qualification obtained at an Italian university).

SELECTION METHOD

The master has a minimum number of 15 enrolled students and a maximum of 30.

If the number of applications for participation exceeds the maximum, admission to the Master will take place on the basis of the following selection criteria:

“Evaluation of the curricula by an Examining Commission and / or individual interviews.

Cover letter for the presentation of the candidate, aimed at ascertaining motivational aspects of the candidate and general preparation on the Food sector. In addition to any professional experience coherent with the contents of the master.

The candidate's knowledge of the English language will also be assessed if not certified.

Evaluation of the cover letter 60/100; CV evaluation 40/100

Degree diploma up to a maximum of 10 points divided as follows:

Bachelor's Degrees:

final grade up to 89/110: 0 points

final grade between 90/110 and 95/110: 0 points

final grade between 96/110 and 99/110: 1 points

final grade between 100/110 and 104/110: 2 points

final grade between 105/110 and 107/110: 3 points

final grade between 108/110 and 110/110: 4 points

final grade of 110 with honors: 5 points

Master's / specialist / old system:

final grade up to 89/110: 0 points

final grade between 90/110 and 95/110: 0 points

final grade between 96/110 and 99/110: 1 points

final grade between 100/110 and 104/110: 2 points

final grade between 105/110 and 107/110: 3 points

final grade between 108/110 and 110/110: 4 points

final grade of 110 with honors: 5 points

Other qualifications: up to a maximum of 10 points, divided as follows:

Possession of Master:

If relevant to the Course: 3 points for the II Level Master

If relevant to the Course: 2 points for the 1st Level Master

Research Doctorate: 4 points

Research grant: 1 point

Computer skills: up to a maximum of 5 points, divided as follows:

Possession of ECDL (advanced or equivalent): 5 points

Possession of ECDL or other IT certification (or equivalent): 2 points

Possession of computer science certificates (or equivalent): 1 point

Language skills (English) up to a maximum of 5 points:

Possession of certification higher than C2 (or equivalent): 5 points

Possession of C1 certification or equivalent): 3 points

Professional experience: up to a maximum of 10 points, divided as follows:

Up to a maximum of 7 points of qualified professional experience, if relevant to the sector inherent to the training course;

Up to a maximum of 3 generic professional experience points. "

Candidates will be admitted who, in relation to the number of registrations available, will be placed in a useful position in the ranking compiled by the Commission.

In case of equal merit among the candidates found suitable, preference will be given to the youngest of age.

In case of renunciation, the following candidates will be admitted in the merit ranking, without prejudice to the possibility of complying with the minimum attendance requirement of the Course.

The official ranking will be made public through publication on the website www.unime.it.

Within three days from the date of publication of the ranking, candidates may submit a justified complaint to be sent in double copy to the Director of the Master at the Economics Department.

REGISTRATION / REGISTRATION METHOD

Candidates admitted to the Master must enroll from the date of publication of the list of admissions until 15/01/2022.

The candidate who has participated in several selections and has placed himself in a useful position in several rankings, must proceed with registration by exercising the right of option for one of the Masters / Courses to which he is admitted from the date of publication of the list of admissions until 01/15/2022. Failure to complete enrollment in the chosen course will result in forfeiture of admission to all courses in which the candidate was admitted.

Candidates must use the registration procedure prepared by the Administration, available on the website <https://unime.esse3.cineca.it>, including the declarations required by the Announcement and the Regulations on self-certification and accompanied by the attachments. The registration procedure must be completed within the prescribed terms, under penalty of exclusion.

Candidates in possession of a foreign academic qualification obtained in EU countries must attach to the application form:

· Certificate / s of the qualification / s held with an attached translation, in Italian or English, declared compliant with the text by the competent diplomatic or consular representatives abroad.

Candidates in possession of a foreign academic qualification obtained in NON-EU countries must attach to the application form:

1. certificate / s of the qualification / s held with an attached translation, in Italian or English, declared conforming to the text by the competent diplomatic or consular representations abroad;

2. declaration of value on the spot issued by the competent diplomatic or consular representations abroad, certifying the duration of the study program together with the list of exams taken with the relative marks and the academic value of the qualification in the country that issued it.

Candidates in possession of a qualification obtained abroad, who do not produce the documentation requested at the time of enrollment, will be enrolled with reserve and will be excluded from the Master / Course, if they fail to deliver such documentation within 10 days from the beginning of the course and / or following verification, if the title produced does not comply with the requirements of this announcement.

Non-EU citizens must also deliver a copy of a regular residence permit within 10 days of the start of the doctoral activities.

The inclusion of false data in the application form will result in exclusion from the final ranking and forfeiture of office.

In this case, the University Administration has the right to recover any benefits granted and not to reimburse the fees paid. The false declaration, in addition to the penal sanctions envisaged, may lead to claims for damages by the parties concerned for the person involved.

Once the deadline for proposing any complaint has expired, the Course teaching secretariat will send each candidate admitted to the Course a specific communication by e-mail and at the same time the candidate will communicate their acceptance to participate in the Master as well as the commitment to attend the Master activities on a full-time basis. Those admitted who do not complete their registration within the deadline set out in this announcement will be considered withdrawn and they will be replaced by successful candidates according to the ranking order.

TUITION

The total amount for registration is € 3,500.00 (three thousand five hundred / 00) and will also include 15% due to the university as a general contribution.

This sum must be paid, under penalty of exclusion from the master, in 3 installments according to the following deadlines:

- the first installment of € 1525.00, including 15% due to the University as a general contribution, within the last day for enrollment;
- the second installment of € 1000.00 by 30 April 2022;
- the third equal to € 975.00 by 30 June 2022.

Failure to pay any subsequent installments will result in exclusion from the master. There is no refund of the tuition paid in case of withdrawal.

INCOMPATIBILITY'

Pursuant to art. 19, paragraph 8 of the Teaching Regulations of the University of Messina, the student cannot be enrolled in two Degree Programs at the same time.

ATTENDANCE AND FINAL TEST

Attendance at the course is compulsory for a minimum of 75% of the overall duration of the course and its assessment will take place by checking attendance. Absences are allowed up to a maximum of 25% of the

total duration of the course. Students who exceed the percentage of absences listed above or default on their obligations lose all rights and will not be admitted to the final exam.

The calendar will be communicated by the Course Director before the start of the course.

The main seat of teaching activities is at the Department of ECONOMICS - CENTRO University Center - Messina.

The provisions of the law and regulations concerning university students are applied to the students of the Course, subject to any changes and legislative innovations on the subject.

The final test to ascertain the overall skills acquired for obtaining the 1st level Master's degree in Food, Quality and International Management will be conducted by an examining commission composed of the members of the CTS or by a specific commission identified by the Course Director in consultation with the Department Director. The student who leaves the course will in any case be awarded the specific university credits accrued during the course undertaken and on the basis of periodic checks to ascertain the skills acquired.

QUALIFICATION OBTAINED

At the end of the Master, students who have carried out the activities and fulfilled their obligations will be issued, in accordance with current legislation, a 1st level Master's degree in Food, Quality and International Management, activated by the University of Messina. The parchment will be issued upon request of the interested party and the payment of the related fee.

FURTHER INFORMATION

The teaching center of the course is at the Department of ECONOMICS - Polo Universitario _CENTRO_ - Messina. The administrative contact is Dr. Giovanna Arrigo, tel_ + 39 090 6768331– e-mail: garrigo@unime.it. For educational information, contact the Director of the Master, Prof. Giuseppe Ioppolo, e-mail: giuseppe.ioppolo@unime.it

TREATMENT OF PERSONAL DATA

The processing of candidates' personal data will be carried out in a manner compliant with the European Regulation on the protection of personal data 679/2016 and the related information that can be consulted during the application submission phase, and in any case available in the privacy section of the University which can be reached at the link <http://www.unime.it/it/ateneo/privacy>

FINAL RULES

The University reserves the right to modify, extend, suspend, revoke this notice, in relation to new provisions of the law or for proven reasons of public interest, without any claim or right arising for applicants. Any communication to those entitled will be borne by the Coordinator of the Master.

For anything not provided for in this notice, please refer to the Regulations and internal provisions of the University of Messina as well as provisions in force on the subject.

THIS NOTICE HAS THE VALUE OF AN OFFICIAL CONVOCATION.

Messina, 15/06/2021

The Director of the Department
Prof. Michele Limosani

The Director of the Master
Prof. Giuseppe IOPPOLO

r.p.a. Dott. Giovanna Arrigo