AgriFoodBoost

Project title

Boosting Excellence in Experimental Research for Agri-Food Economics and Management

Deliverable 4.4

Proposal of elective module at graduate and/or Ph.D. level or lifelong learning program level

Due date of deliverable: 31/01/2024

Actual submission date: 01/02/2024

Grant agreement number: 952303

Lead contractor: FAZ

Start date of project: 01/10/2020

Duration: 42 Months

Project leader: Marija Cerjak

WP4 – Early stage researchers

WP4 Leaders Responsible: Leader: Marija Cerjak (FAZ)

Twin-Leader: Andreas Drichoutis (AUA)

Deliverable responsibility: Marija Cerjak (FAZ)

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the	
RE	Restricted to a group specified by the consortium (including the	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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The Council of the Faculty of Agriculture has approved the introduction of a new graduate level elective module entitled "Experimental Economics in Agri-Food and the Environment" This report outlines the details of the newly established module and its curriculum. It also includes brief information on a proposed module at PhD level.

Introduction to the project

The University of Zagreb Faculty of Agriculture (FAZ) has qualified scientists in the field of agri-food who are willing to improve their scientific, innovative and academic capacities in order to become competitive in the scientific market, but also to offer new expertise to the agri-food sector. For this reason, a 3-year project was developed in collaboration with 3 partners from Italy, Greece and Sweden, focusing on the application of experimental economics to the agriculture, food and environment sectors. The project was developed in collaboration with the University of Bologna (UNIBO), Agricultural University of Athens (AUA) and Swedish University of Agricultural Science (SLU). The AgriFoodBoost project will support FAZ to become a regional leading Centre for experimental agri-food economics and management. The project is aligned with the EU and Croatian Smart Specialisation Strategies and addresses sectors that are among the most competitive in Croatia. AgriFoodBoost activities include researcher exchanges, thematic summer schools and workshops, expert visits, participation in conferences, the establishment of an experimental economics laboratory and a research HUB, which aims to bring together universities, industry and public administration. Special attention has been given to early stage researchers, including long-term visits and dual supervision, participation in summer schools, workshops and PhD conferences. A specific task will help improve the project management/administration skills of FAZ researchers and administrative staff. Communication, dissemination and exploitation activities include efforts to raise awareness of recent developments in experimental economics among the scientific community in Croatia and the neighbouring region. In addition, these activities target businesses and policy makers with the aim of improving their awareness and understanding of the purposes of the experimental economy, its potential areas of application and its benefits. It also aims to promote experimental economics to the general public as a support for rational and responsible decision-making in order to achieve positive social and economic impacts on society.

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Elective module for university graduates

The elective module entitled: "**Experimental Economics in Agri-Food and the Environment**" was proposed by researchers/lecturers from the Department of Marketing in Agriculture at the FAZ in February 2023.

The module was approved by the Faculty Council in May 2023 for implementation in the second semester of the graduate programme Agribusiness and Rural Development.

The module is led by Prof Marija Cerjak, with Ass. prof Marina Tomić Maksan serving as a collaborator.

While PhD student Gabriela Sušac, who was the only early stage researcher in the AFB project at the time the new module was proposed, is not involved in teaching due to her contract, the involvement of Prof. Marina Tomić Maksan, a relatively young researcher, ensures a dynamic and effective dissemination of experimental economics among students.

The module was only made available to students in the 2023/24 academic year, so there is no data yet on student interest and enrolment in the module.

The description of the module can be found at the end of this report.

PhD Level Module Proposal

In addition to the new module at graduate level, a proposal for a new module at PhD level entitled "Methodology of Agroeconomic Research" has been submitted.

The module includes a section on experimental economics aiming to deepen students' understanding of the field.

Professor Marija Cerjak will lead the Ph.D. level module, while Ass.prof. Josip Juračak is collaborating on the experimental economics section.

Approval for this Ph.D. module is expected in spring 2024.

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Table 2. Course description

***The table needs to be copied for each course**

1. GENERAL INFORMATION			
1.1. Course teacher	Prof. Marija Cerjak	1.6. Year of the study programme	1/II. sem.
1.2. Name of the course	Experimental Economics in Agri-Food and the Environment	1.7. Credits (ECTS)	6
1.3. Associate teachers	Assoc. prof. Marina Tomić Maksan	1.8. Type of instruction (number of hours L + S + E + e-learning)	24 L+24 E+12S
1.4. Study programme (undergraduate, graduate, integrated)	Graduate	1.9. Expected enrolment in the course	15
1.5. Status of the course	Elective	1.10. Level of application of e-learning (level 1, 2, 3), percentage of online instruction (max. 20%)	2.
2. COUSE DESCRIPTION			
2.1. Course objectives	Experimental economics is a scientific field in which controlled economic experiments are conducted with real people and their decisions in order to test economic theories and, of particular interest, to study what decisions people make under certain circumstances. The experiments are conducted as laboratory or field experiments and, more recently, increasingly in the form of computer simulations. Due to the numerous and rapid changes in today's market and in the economy as a whole, it is becoming increasingly difficult and demanding to make business or political decisions. Therefore, decision-makers (entrepreneurs, management, etc.) need appropriate and reliable tools to help them make decisions. The methods of experimental economics are tools that help in decision-making because they enable a better understanding of the behaviour of individuals as consumers or decision-makers in the real environment, the recognition of their risk preferences and their responses and reactions to various information from the environment. The aim of this course is to familiarise students with the basics of experimental economics and teach them how to conduct an economic experiment under controlled conditions in the fields of agriculture, food and environment. Students will learn primarily through "learning by doing" by first being guided through the theory of economic experiments and encouraged to find interesting research questions and conducted experiments in the literature. Then students will participate in replicating experiments from the literature, either as examiners or as subjects. In this way, they will learn how to conduct economic experiments in the laboratory, in an online environment, and so on. At the end, students will design and		

	conduct their own experiments in groups.
2.2. Course enrolment requirements and entry competences required for the course	- There are no additional conditions for course enrollment.
2.3. Learning outcomes at the level of the programme to which the course contributes	1. Select and apply socio-economic and management methods in problem solving and independent decision making in agricultural and rural sector 2. Analyse current situation, advantages and failures in agribusiness and rural development sector in order to create and suggest business and strategic plans 3. Give a critical estimations and suggestions for problem solutions in the field of management and marketing in agribusiness, agricultural and rural policy 4. Conduct expert and scientific, national and European projects and studies in particular segments of agribusiness and rural development 5. Confirm a high level of personal and team responsibility in fulfilling tasks and decision making, especially under unpredictable business, social and political conditions 6. Utilize attained abilities of theoretical and practical learning in acquiring new knowledge and skills under formal and non-formal lifelong learning
2.4. Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	After successfully passing the exam, students will be able to: 1. Explain the concept and role of experimental economics in economic research and practise 2.Explain the theoretical foundations of economic experiments and why economic theory is tested 3. To name the types of economic experiments 4. Present the economic experiments that have been conducted 5. Collect and analyse your own experimental data 6. Prepare and present a report on the conducted research
2.5. Course content broken down in detail by weekly class schedule (syllabus)	The content of the course is elaborated in detail (in a table) by week.

Hours	Title of the course unit	Format of instruction (symbol 2.6.)	Teacher/s	Description of teaching units (max. 200 characters)	Connection with learning outcomes (2.4.)
4	Introduction to the module	L	Marija Cerjak	Getting to know the content of the module and the duties of students and lecturers.	1
4	Introduction to experimental economics	L	Marija Cerjak	Definition and significance of experimental economics. Historical overview of the development of experimental economics.	1

4	Social and risk preferences	L	Marija Cerjak	The importance of social and risk preferences, examples of simple experimental games such as the Dictator Game, the Ultimatum Game and the Trust Game	2
4	Laboratory and field experiments	L	Marina Tomić Maksan	Difference between laboratory and field experiments, advantages and disadvantages of laboratory and field experiments	3
4	Experimental auctions	L	Marija Cerjak	Types of experimental auctions, conditions for conducting and running experimental auctions	3
4	Choice experiments	L	Marija Cerjak	Types of choice experiments, conditions for conducting and implementing choice experiments	3
4	Examples of economic experiments	L	Marina Tomić Maksan	Students obtain and present papers on conducted experiments in the field of public goods, consumer behaviour, agricultural policy	4
4	Examples of economic experiments	S	Marina Tomić Maksan	Conduct experiments published in the literature	4
4	Defining a research question and designing a student experiment	E	Marina Tomić Maksan	Students pose research questions and work on the design of their own experiment (using software, e.g. Ngene, to create an experiment design)	5
4	Preparation of research	E	Marina Tomić Maksan	Research preparation (creating a survey, using data collection software 1KA, Qualtrics)	5
4	Research work	E	Marina Tomić Maksan	Independent work by students with guidance from the teacher (data collection)	5
4	Data analysis	E	Marina Tomić Maksan	Simple analyses of the experimental data	5
4	Research work	E	Marina Tomić Maksan	Independent work by students with guidance from the teacher (analysis of research data and preparation of presentation)	5
4	Presentation of student research	S	Marina Tomić Maksan	Presentation of student research	6
4	Presentation of student research	S	Marina Tomić Maksan	Presentation of student research	6

2.6. Format of instruction:			2.7. Comments:
	☒ lectures (L) ☒ seminars and workshops (S) ☒ exercises (E) ☐ on line in entirety (e-L)	☒ independent assignments (I) ☐ multimedia and the internet (M) ☒ laboratory (Lab) ☐ work with mentor (W)	

	☐ partial e-learning (Pe-L) ☐ field work (F)		☐ (other)			
2.8. Student responsibilities	Seminar writting					
2.9. Screening student work *(name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)*	Class attendance	**x**	Research	**x**	Practical training	
	Experimental work	**x**	Report	**x**	(other)	
	Essay		Seminar essay		(other)	
	Tests	**x**	Oral exam	x	(other)	
	Written exam		Project		(other)	
2.10. Grading and evaluating student work in class and at the final exam	Written and presented seminar. Written exam.					

2.11. Required literature (available in the library and via other media)	**Title**	**Number of copies in the library**	**Availability via other media**
	Nicolas Jacquemet and Olivier l'Haridon (2019). Experimental Economics: Method and Applications, Cambridge: Cambridge University Press		By teacher Internet
	Charles A. Holt (2019). Markets, Games, and Strategic Behavior: An Introduction to Experimental Economics, Princeton University Press		By teacher Internet
	Angelino C.G. Viceisza (2012). Treating the Field as a Lab: A Basic Guide to Conducting Economics Experiments for Policymaking, International Food Policy Research Institute (IFPRI) (https://ebrary.ifpri.org/utils/getfile/collection/p15738coll2/id/127136/filename/127347.pdf		Internet
			Internet
			internet

2.12. Optional literature (at the time of submission of study programme proposal)	Kagel, J. H. and Roth, A. E. (1997). The Handbook of Experimental Economics, Princeton University Press Kamenica, E. (2012). Behavioral economics and psychology of incentives. Annual Review of Economics 4(1), 427-452. Smith, V. L. (1962). An experimental study of competitive market behavior. Journal of Political, Economy, 70(2), 111-137.
2.13. Quality assurance methods that ensure the acquisition of exit competences	
2.14. Other (as the proposer wishes to add)	