



COURSES

At the University of Gastronomic Sciences

The University of Gastronomic Sciences, born and promoted in 2004 by the Slow Food association in collaboration with the Piedmont and Emilia-Romagna regional authorities, is a private university legally recognized by the Italian state.

The University offers the following courses:

A three-year undergraduate degree in *Gastronomic Sciences*

A two-year graduate degree in *Management and Promotion of the Gastronomic and Tourist Heritage*

Three post-graduate Masters in *Food Culture and Communications*:

- Representation, Place, and Identity
- Human Ecology and Sustainability
- High-Quality Products

A post-graduate Master in *Italian Wine Culture* (from 2015)

High Apprenticeship vocational training courses for *:

- bakers and pizza chefs
- master brewers

* *to be activated in 2016*

Two **Master courses in The Slow Art of Italian Cuisine** in English and in Italian at the Pollenzo Cookery School

Three-year Undergraduate Degree in Gastronomic Sciences

The three-year undergraduate degree in Gastronomic Sciences trains the gastronome, a new professional with a holistic vision of the food world, to work in the fields of quality agricultural and food production, distribution, promotion and communication.

Graduates in Gastronomic Sciences are qualified to work in food and wine **communication** and in protection consortia, food companies and tourist bodies and on the **marketing** and **promotion** of premium products, in the **sourcing** and **selection** of food products, in **food training** and **education** and, finally, to set up **micro-enterprises** and **artisan, retail** and **catering businesses**.

The course combines the **humanities and science** with sensory training, direct experience (through study trips) of industrial and artisan processes to provide students with a set of skills and a multi-faceted approach to the complexity of the world of gastronomy.

Syllabus

Year I

Food Biodiversity Sciences

Elements of Statistics, Economics and Methodology

Molecular Sciences

Elements of European Law

Food Microbiology

History of Agriculture and Food

Computer skills

Italian for foreigners

English

Gastronomy Workshop – 1st Year

2 optional courses

Year II

Agrifood Systems

Food Technologies I

Elements of molecular science, physiology of taste and nutraceuticals

History of Cuisine and Wine

Geography and Tourism

Gastronomy Workshop – 2nd year

2 optional courses

Year III

Economics and Agricultural and Food Law

Gastronomic Ecodesign

Catering Systems and Technologies

General and Territorial Sociology

Nutrition and Dietetics

Cultural Anthropology

Philosophy and Semiotics of Food

Gastronomy Workshop – 3rd year

2 optional courses

Study trips

The University organizes more than **100** study trips in Italy and round the world. During the three-year undergraduate degree course, students make **15** such trips (five a year).

Some of the trips are themed, dedicated to specific agrifood sectors, such as:



- Coffee, non-conventional agriculture, beverages, fishing, oil.

Others are regional and explore the distinctive gastronomic and cultural features of specific local areas, such as:

- the Italian regions;
- Europe: France, Spain, Czech Republic, Greece, Croatia, Denmark, UK.
- Rest of the world: Kenya, Ethiopia, Uganda, India, Japan, Canada, United States, Argentina, Mexico, Peru.

These in-the-field experiences allow future “gastronomes” to learn by using their five senses, follow the production chain and discover biodiversity by tasting food, meeting the people who grow, produce and process it and attending lessons held by experts and producers.

During trips students also perform **video-documentation** work, interviewing farmers, fishers and artisans, all repositories of traditional knowledge. The resulting material will supplement “**The Granaries of Memory**”, a University of Gastronomic Sciences project for a **databank of traditional knowledge** from all over the world.

Two-year graduate Degree Course in Promotion and Management of the Gastronomic and Tourist Heritage

The degree course is designed to train entrepreneurs in the agrifood sector, placing special emphasis on economics and business.

The various **subject areas** covered in the syllabus comprise both the empiric sciences (especially on the food technology courses) and the human sciences (with courses on economics, law, anthropology, philosophy, communication and geography). The degree course, which reflects the **innovative outlook typical of Pollenzo**, is expressly designed to train students to set up business on their own or work in existing businesses; for this reason special emphasis is placed on subjects designed to develop entrepreneurship.

Graduates from other universities will be offered an entrance refresher course to bring their qualifications into line with those of graduates in Gastronomic Sciences at the UNISG.

For UNISG graduates, the first three months of the course will be devoted to an internship at one of the UNISG Partners' companies in Italy or abroad.

The program is taught in Italian only.

Syllabus

Year I

Food business economics and management
Food law and production
Valuation and systemic planning of the gastronomic supply
Consumer sociology
Geography and ecology of the terroir
History and tradition of the gastronomic heritage
Training/entrance refresher course
Training I (Field projects)

Year II

Aesthetics and languages of contemporary gastronomy
Food technologies for innovation
English for food business
At least two subjects from:
Food marketing and social media
Trademark and competition law
Ethics of the environment and new food challenges
Biocultural heritages and new food challenges
Agroecosystem sustainability assessment
Cartography
Training II (Internship)
Thesis

One of the strong points of the course is a series of field projects, performed by small groups of students coordinated by a lecturer on real issues and problems proposed by companies. They are supplemented study trips organized to find out more about significant business cases.

Meetings are also organized with representatives of the most important Italian and foreign food and wine companies, who will bring their **personal knowledge and experience** to Pollenzo and interact with students on the most topical issues.



At the end of the second year, a 3-4 month internship at one of the UNISG Contributing Members' or Strategic Partners' companies brings the course to an end.

Attendance is compulsory and lectures are in Italian.

The three Masters in Food Culture and Communications

- > **Human Ecology and Sustainability**
- > **Representation, Place, and Identity**
- > **High-Quality Products**

Each Master in Food Culture and Communications deals with a distinct gastronomy-related subject. Part of the syllabus is common to all four courses and is designed to supplement the specific subjects and aimed at students interested in an innovative approach to the study and representation of food.

Through a mixture of lectures, exercises, guided tastings, projects and study trips in Italy and abroad, the program gives students multidisciplinary knowledge not only of high-quality artisan and industrial food products, but also of the skills required to communicate the history, ecology, technology and the social and cultural significance of food.

A method combining anthropology, history, ecology, food policy and tastings with communication gives students the tools to develop new promotional and educational strategies. The Master trains a new type of professional capable of working in the fields of community project management, training, marketing and communication.

At the end of the course, each student must complete a 6-8 week **internship** in a company or organization in Italy or overseas or on a UNISG research project. Internships are centered round sustainable food production or communication and provide the bases for the students' theses, which they then present to an academic committee.

All lectures are in English. The program lasts for 14 months and attendance is compulsory.

Master in Food Culture and Communications: Human Ecology and Sustainability

This course addresses the importance of social, economic and environmental sustainability in food production and consumer networks, and, above all, of traditional knowledge for understanding of the small-scale sustainable production of high-quality local products, bio-cultural diversity and the food heritage. The human ecology part of the course focuses on the environment, ethnobiology and ecology. The course will also make in-depth analysis of how knowledge, beliefs and practices related to the natural environment and cooking are incorporated in the social system and how this inextricable network is crucial for sustainable, communitarian local resource management and for the promotion of good practices in the production and consumption of organic local food.

The course also analyzes the role of women in the local food system, the dynamic nature of local ecological knowledge, ethnobotany, agroecology, organic agriculture, migrants' food systems and the significance of all this for contemporary health and nutrition policies.

Master in Food Culture and Communications: Representation, Place, and Identity

The Master's program in "Food Culture and Communications: Representation, Place, and Identity" is a unique introduction to food studies that educates the best food communicators and cultural mediators of the future to work and operate in a global scenario. The program includes three parts: coursework, study trips, and internships. The courses in the program have two major concentrations: "food history, anthropology, and sociology," which explores the relationships between food and multiple identities and places (body, home, community, city, region, nation, and global); and "communication and media," which explores the theories of meaning and representation and offers practical classes in food writing, photography, documentary film, and video. Furthermore, tasting classes introduce students to the deep understanding of quality wine, olive oil, cured meats, chocolate, balsamic vinegar, and cheese. Classes are taught by top international scholars. A unique study trip program brings students to experience hands on the world of food production and marketing, with an emphasis on independent, organic, and



sustainable farming and fishing. An amazing variety of exciting internships in every part of the world are available to all students. The diversity of our students, coming from the five continents and very different cultural background, incredibly enrich the experience and creates networks of friendship that last for a lifetime.

Master in Food Culture and Communications: High-Quality Products

This course makes in-depth exploration of both gastronomic and select artisan food products in a continuous comparison with agro-industrially-produced food to verify characteristics and differences. The food products studied during the course include beverages such as wine, beer and spirits, and foods such as cheese, meat, pasta, rice, extra virgin olive oil, vinegar, salt, spices, chocolate, coffee and tea. High-quality products often have an intangible value, are bought for what they represent and act as status symbols. Many if not all of them are closely connected to a specific region with which they are often identified. Part of the aim of this course is to understand the product's regional appeal and understand what constitutes the link between the product and the region itself.

This approach demands a change in perspective, setting out not from the region but rather from the taste of the product — which may be analyzed, understood and describe — then looking back to understand the factors that have created that taste: ie, the production methods, primary ingredients, place and history that lead to the finished product.

Master in Italian Wine Culture

This new Master course will begin in 2015. Its aim will be to train international Italian wine experts. Special emphasis will be placed on Italian history, art and culture, as well as the narrative capacities of the Italian winemaking heritage.

The course will consist of 500 hours of lectures in Pollenzo, 3 weeks of study trips to Italy's various wine areas, visits to wine cellars in Piedmont, tasting courses, talks, meetings with winemakers and a final internship in a winery.

The syllabus will include the following subjects:

- Viticulture and Ampelography
- Enology
- Botany and Entomology
- Elements of Geology
- Geography of the *terroir*
- Sensory Analysis
- Aesthetics of Wine
- History of Wine
- History of Italy and History of Italian Art
- Principles of Holistic Gastronomy
- Wine Management
- Consumer Sociology
- Wine Communication and Wine Writing

The special feature of the course is that it will take students into vineyards and wine cellars to follow the seasonal cycle of the vine, from pruning to polling and thinning, from spraying to harvesting and vinification.

High Apprenticeship vocational training courses (Alto Apprendistato) for bakers and pizza chefs - master brewers

** to be activated in 2016*

The High Apprenticeship vocational training courses teach the trades most in demand in the food sector: bakers, pizza chefs, master brewers

Classroom and workshop are the two harmoniously integrated souls of the training course, in which the humanistic and technological knowledge taught on the gastronomic sciences courses in Pollenzo interweave with the artisan know-how of the Slow Food network in all its excellence.

The courses offer concrete job opportunities to young school-leavers and graduates, as well as to people who are already employed but wish to learn a new profession.

The High Apprenticeship program grants a first-level Master's diploma with 60 CFUs (university training credits) to graduates and an attendance certificate to students with secondary school diplomas.

Courses, which are taught in Italian, last 15 months and attendance is compulsory. They comprise:

5 months of lectures to explore the processing and characteristics of primary ingredients, food business economics and legislation, the art of tasting, gastronomic culture and anthropology, including exams and **8 months** of apprenticeship in craft workshops selected by Slow Food and the University of Gastronomic Sciences. **One final month and a half** will be dedicated to discussion of the craft workshop experience, the expression of the art and manual skills acquired in the preparation of the food product in question and the production of a written or audiovisual creative, interpretative document about the profession in question.

High-Quality Popular Italian Cooking Courses (Master in the Slow Art of Italian Cuisine)

Two courses, **each a year long**, the first in Italian, the second in English (*Master in the Slow Art of Italian Cuisine*).

Each course will be open to a maximum of **20 students**.

The aim of the course is not to train chefs in the traditional sense of the term, but to guide those keen to enter or entering the profession. Special emphasis will be placed on primary ingredients and high-quality food products, and how to use them. This original, innovative teaching model is based on cookery seen as passion, sharing and pleasure:

- The course will **alternate lectures and lessons in Pollenzo with practical training experience in Osterias and Restaurants**.
- **Study trips**, a prerogative of all the University's courses, are also a feature of the advanced course in quality Italian cookery.
- The course will focus not so much on the acquisition of cooking techniques as on **knowledge of food products**.
- The course will include **a number of talks** about food products and practical lessons by experts, among whom visiting professors, producers, professional tasters, chefs and cooks who have collaborated with the University and Slow Food for years.



UNISG facts and figures:

- **1 three-year undergraduate degree** course
- **1 graduate degree** course
- **3 master courses in Food Culture and Communications**
- **1 Master in Italian Wine Culture**
- **5 High Apprenticeship** courses
- **2 Master in the Slow Art of Italian Cuisine** (Italian and English)
- **1,590 students** from all over the world have attended our courses since 2004
- **744 foreign students**
- **399 graduates** in Gastronomic Sciences
- **85 graduates** in the Promotion and Management of the Gastronomic and Tourist Heritage
- **495 students** who have received the diploma **Master in Food Culture and Communications** diploma
- **165 students** (21% of those enrolled on degree courses) have received **scholarships**
- over **800 study trips** in Italy and worldwide
- **70 nationalities** represented to date

Plus:

- **170 Companies and Institutions** have supported the **Association of Friends of the University** over the years
- **30 Companies** are members of the **Strategic Partners Club**.