

Course Title: Value chain of Fish and Fisheries products

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Course aims (max 500 characters spaces included):

To deepen understanding of the supply chain and provision of fishery products for the processing sector. The comprehensive analysis of the value chain provides knowledge of its relevant dynamics and what areas and activities allow for improving profitability and efficiency. How companies may benefit from specialization niches in terms of species, fisheries, preservation methods and processing level will be addressed through a hands-on approach.

Intended learning outcomes:

- Increased skills on data compilation, analysis and digestion of databases.
- Improve the know-how about driving forces of the main fisheries products in the processing sector.
- Expand the employee competitiveness and job mobility
- Develop the capability to carry out an appropriate value chain analysis at company or sector level.

Course contents

	40 Hours
The global value chain of fish and fisheries products	8 h.
The state-of-the-art of the fishery industry in Europe is be introduced using a business and regional perspectives, including the main characteristics and the strategic assets by sector and sub-sectors. The analytical approach is based on the Global Value Chain Analysis (Gereffi, G. 2011).	
The supply of seafood: mapping flows, processes, actors and trade	
Starting from a general approach to the key components of seafood chains (e.g. Tuna, squid, hake) the map of the main actors, flows, volumes, value added and business structures is draw. Macro-economy (e.g. input/output indicators, dependence relationships or transaction costs) and micro-economy (e.g. cost and margins) guide the mapping exercise.	8 h.
The demand along the value chain, from sea to fork.	8 h.
The demand of raw material, fresh or processed products along the value chain is introduced. Key indicators to monitor the companies' need of certain products are combined with market intelligence to adapt the supply to the consumers. The block-chain and the big data analysis (sources, techniques and outcomes) is introduced to	

enhance the use of data in order to be more responsive to the changes in both clients and markets.

Price structure analysis, when the supply meets the demand

8 h.

The market equilibrium (i.e. the price) is analysed using a quantitative perspective (price and cross elasticity; correlation; vertical and horizontal integration techniques) as well as qualitative approaches (surveys for consumers, persona/cluster analysis, willingness-to-pay).

Beyond the market, extensions of the value chain analysis

8 h.

Three extensions to the value chain analysis are introduced to complement the course: circular economy along the value chain, business and social innovations and climate change and sustainability of resources (life-cycle assessment). These additional perspectives could support the adaptation of the companies' strategical management for market positioning.

Course material:

A serie of presentations (ppt) will guide each lecture. In parallel to the course presentations, additional material (e.g. coins, maps, instructions, profiles) will be used to implement the teaching method (gamification)

Teaching method (max 500 characters spaces included):

- Lecturer and experts from front-running companies.
- Gamification: application of game-related principles (user experience and engagement) in order to mobilize the experience-based knowledge of the attendants and facilitate scaffolded learning (e.g. scoring, gaining/saving extra points through missions and sub-missions as well as by collaboration/team work).
- Visits

Assessment method and criteria (max 500 characters spaces included):

The assessment will be based on:

- Daily quick-quizzes: in the last 15 min. of the day, a round of quick questions will be available for the attendees to evaluate the knowledge acquired in the day.
- Final project: based on the game developed, the final punctuation will be assessed with the course teachers and the experts invited.

Both scores will weigh the 50% in the final punctuation.

Notes and prerequisites:

please indicate the competences or the academy entry level required.

Course Structure

<p>On-line phase (15/20h)</p> <p>(modules/topics you would like to address in the on-line phase on the training)</p>	<p>Face to face phase (24h)</p> <p>(modules/topics you would like to address in the face to face phase on the training)</p>	<p>Format</p> <p>(e.g. audio/video, video slides, text, ppt, etc.)</p>
<p>1) The global value chain of fish and fisheries products</p>	<p>Development of a new line of industry in their own factory (such as a new product, or a new raw material, and other)</p> <p>Simulation</p> <p>Evaluation would be based on how they have used the material learnt during the on-line phase</p>	<p>Videos</p> <p>Interviews to experts</p> <p>Gamification (ejercicio interactivos) (cooperative exercise)</p>
<p>2) The supply of seafood: mapping flows, processes, actors and trade</p>		
<p>3) The demand along the value chain, from sea to fork.</p>		
<p>4) Price structure analysis, when the supply meets the demand</p>		
<p>5) Beyond the market, extensions of the value chain analysis</p>		



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