



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Storia dell'Impresa

2021-1-F7702M043

Learning objectives

Expected results: Enable students to understand fundamental issues of the theory and history of enterprise in order to approach advanced studies in microeconomics, business economics and marketing

Contents

The firm is a crucial institution of the countries' modern economic growth: it is a dynamic institution which operates strategic choices in order not only to overcome the market's and technology's constraints but also to cooperate in molding them. The course is aimed at analyzing these behaviors with a strong comparative approach in a historical perspective. It begins with some conceptual in-depth examinations concerning the role both of entrepreneurs and firms in growth, then dwells upon the basic feedbacks between the firm and its environment, and on an international comparison among a few historical typologies of enterprise: therefore it will delve into issues such as size, governance and performance of the family firm, the American business model, the district, the cooperative, the Japanese zaibatsu, the state-owned enterprise, the multinational, the business group. A special attention will be dedicated at welfare company.

Detailed program

Detailed program:

1. The history of the concept of entrepreneur
2. Toward a dynamic approach to the firm
3. The firm and the environment
4. Size and performance of the firm
5. The forms of enterprise
6. The governance and the management of the firm
7. Welfare company
8. Technology, finance and labor
9. The industrial policy. Conclusion

Prerequisites

Prerequisites: Standard under graduate courses in microeconomics and business economics.

Teaching methods

On line - Asynchronous

Assessment methods

Final evaluation: it will be carried out using the WebEx platform and a public link to access the exam will be displayed on the teaching e-learning page

Textbooks and Reading Materials

1. P.A Toninelli, Storia d'impresa, il Mulino
2. Vera Zamagni, Forme d'impresa. Una prospettiva storica- economica, il Mulino (parti indicate a lezione, capp. IV e VII).

The teacher will provided notes of the lessons.

Semester

First semester

Teaching language

Italian
