



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business History - 1

2223-1-F7702M043-T1

Learning objectives

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.

Final insights will be dedicated to three themes in order to better reveal the nature of firm : corporate welfare, the form of the "group" as a prevalent type in the Italian experience and the role of the brand in distinguishing the company in competitive markets.

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. Technological innovation, work and finance
8. Welfare company
9. A form of governance. the Group in the Italian experience
10. Conclusion

Prerequisites

Basic knowledge of Economics and Business

Teaching methods

Classroom lectures

Assessment methods

written final test: ten open questions and three points for every correct answer. Oral integration is not considered

Textbooks and Reading Materials

1. P.A Toninelli, Storia d'impresa, il Mulino 2012
2. Notes provided during the course

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

