



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business History - 2

2223-1-F7702M043-T2

Learning objectives

Knowledge of the fundamentals of business theory and history necessary to undertake advanced studies in the field of microeconomics, business administration and marketing.

Contents

The enterprise is a central institution of modern economic development: an institution that acts dynamically and is able with its strategic choices not only to overcome the constraints imposed by technology and the market, but to contribute directly to their transformation. The course aims to investigate its origin, transformations and behaviors in a historical perspective and with a strongly comparative approach. It starts from some conceptual insights, necessary to focus on the essential problematic nodes in the field of entrepreneurs and businesses, then focuses on the main feedback between business and context, to then move on to the international comparison of models, types and times of the evolution of the company: in particular, the changes in the size, shapes and performance of companies will be analyzed in particular, changes in the size, shapes and performance of companies will be analyzed, then the management and governance of the company. Final insights will be dedicated to three themes in order to better reveal the nature of companies: 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

- Lez. 1. The evolution of the concept of entrepreneur
- Lez. 2. Towards a dynamic conception of the enterprise
- Lez. 3. The enterprise and the evolution of the socio-cultural environment
- Lez. 4. Size and performance of companies in historical perspective

Lez. 5. Forms of enterprise – The public enterprise
Lez. 6 . The management and governance of the enterprise
Lez. 7. Technological innovation, work, finance
Lez. 8. Corporate welfare
Lez. 9. the form of the "group of firm". The italian case
Lez. 10. Summary and conclusions

Prerequisites

standard courses in microeconomics and business administration

Teaching methods

Oral lectures

Assessment methods

Written exam: 10 open questions, three points for each question. Oral integration is provided only in special cases

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

INDUSTRY, INNOVATION AND INFRASTRUCTURE
