UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business History

2324-1-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

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.

The final part of the course will be devoted to an exhaustive examination of the Italian firm as well as of the post 1861 industrial policy.

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. The Welfare company

8. Structural dynamics and changing dimension of firms and industry in Italy

9. Technology, finance and labor

10. The industrial policy. Conclusion anda business cases

Prerequisites

Standard under graduate courses in microeconomics and business economics.

Teaching methods

Classroom lectures

Assessment methods

It will be based on an WRITE (OPEN QUESTIONS WITH SHORT ANSWERS) examination entailing a general assessment.

It's scheduled a final test at the end of the course.

Textbooks and Reading Materials

1. P.A Toninelli, Storia d’impresa, il Mulino 2012

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE