UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business History - 1

2425-1-F7702M043-T1

Learning objectives

The knowledge of the fundamentals of business theory and history necessary to undertake advanced studies in the fields of microeconomics, business economics, and marketing.

Contents

The enterprise is a central institution in economic development: an institution that acts dynamically and, through its strategic choices, not only overcomes the constraints imposed by technology and the market but also directly influences their transformation. The course aims to investigate its origins, transformations, and behaviors from a historical perspective, with a strongly comparative approach.
The course begins with some conceptual insights necessary to focus on the essential problematic issues regarding entrepreneurs and enterprises, then moves on to the main feedbacks between the enterprise and the context. It then compares international models, types, and evolution times of enterprises: it will specifically analyze changes in the size, forms, and performance of enterprises, and then the management of the enterprise. Final insights will be dedicated to three themes that can better reveal the nature of enterprises: corporate welfare, the "group" form as the prevailing type in the Italian experience, and the role of the brand in distinguishing the enterprise in competitive markets.

Detailed program

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

5. Forms of enterprise
6. Management and governance of the enterprise
7. Technological innovation, labor, and marketing
8. Corporate welfare
9. The "enterprise group" form
10. Summary and conclusions Final part: presentation of case studies

Prerequisites

Standard courses in microeconomics and business economics

Teaching methods

• Classroom teaching (26 hours, corresponding to 13 two-hour lessons)
• Distance teaching – asynchronous (9 hours, corresponding to 5 lessons)

Assessment methods

Written exam: 10 open-ended questions to assess the ability to reflect autonomously on critical points of the program. No in-progress tests are provided. The ability to reflect on the main topics covered during the course will be assessed.

Textbooks and Reading Materials

1. P.A Toninelli, Storia d’impresa, il Mulino 2012 (sections relevant to the topics covered in the lessons)
2. Notes provided during the course

Semester

I semester

Teaching language

Italian

Sustainable Development Goals

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