



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economic and History of Business

2627-1-E1805M005-E1805M005-2

Learning objectives

The course in economic history of the firm aims to introduce first-year economics students to the development of the many forms of business organizations in the contemporary world, starting from the First Industrial Revolution up to the present day.

The objective is to help students understand the complexity and the mechanisms that govern the relationship between business structures and the context in which they operate.

Contents

I) Analysis of the different elements that characterize a firm and the factors that influence them.

II) The evolution of firms in different historical contexts from the First Industrial Revolution to the contemporary world. Identification of the critical issues and potential of different business models.

Detailed program

The first part of the course will focus on the elements that characterize different forms of firms: size, internal organization (both in terms of management and in the organization of production and labor force), financing, technology, marketing, and more generally, the relationship with consumers. It will also analyze the factors that influence these characteristics, particularly in terms of cultural, political/regulatory, institutional, technological, and market contexts.

The second part of the course will explore the relationship between firm characteristics and the historical context in

which they operate, examining the evolution of business structures from the First Industrial Revolution to the present day. This will make it possible to identify the strengths and weaknesses of business models over time, highlighting the dynamic relationship between firms and their environment.

Prerequisites

Basic school-level knowledge of the main historical and political events (18th–21st centuries).

Teaching methods

Lectures and group activities. Both lectures and activities will be carried out in asynchronous mode, via streaming (24 hours) and in-person in the classroom (12 hours).

Assessment methods

For both attending and non-attending students, learning will be assessed at the end of the course through a written exam consisting of 3 open-ended questions (5 lines each; 5 points per question, maximum 15 points in total) and 15 multiple-choice questions (1 point per question, maximum 15 points in total).

Textbooks and Reading Materials

Storia d'impresa. Complessità e comparazioni by Franco Amatori and Andrea Colli, Milan, Pearson, 2022.
Slides provided by the Professor.

The viewing of lectures (which will all be recorded, both synchronous and asynchronous) replaces the study of the textbook.

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

NO POVERTY | QUALITY EDUCATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY,
INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE
CONSUMPTION AND PRODUCTION
