UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Storia dell'Impresa

2627-1-F7704M007

Learning objectives

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

Contents

The modern enterprise is a central and dynamic actor in economic development. By their strategic choices, enterprises were able not only to overcome the constraints imposed by technology and the market, but also directly to influence their transformation over time.
This course aims to investigate the origins, transformations, and behaviors of the modern enterprise 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 some key themes, with the aim to highlight the fundamental nature and the dynamic role of enterprises.
Throughout the entire course, the common goal will be to help students develop their own ability to analyze and process knowledge, in part through the use of interactive tools and group work.
Particular attention will be given to developing students' ability to understand and present the knowledge they have acquired.

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 knowledge 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: 8 multiple-choice questions and 10 open-ended questions to assess the ability to reflect autonomously on critical points within program. No in-progress tests are provided. The personal 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 (September-December)

Teaching language

Italian

Sustainable Development Goals

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