# Enterprises, Internationalisation, Competitiveness

# Prof. Giovanni Marseguerra

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

After examining the evolution of the enterprise concept in the main theoretical contributions, the course aims to present the main elements related to the structure of the Italian and European production system (small business, family capitalism, district system) highlighting in particular the role of small and medium-sized enterprises and the reduced relevance of large enterprises. Special attention will be paid to the strategic and organisational choices of companies engaged in innovative processes, by highlighting the deep connection between the formation of human capital and innovation. The course will also examine the issue related to the financing of Italian and European companies, and it will illustrate more generally the main methodological aspects relating to the analysis of competitiveness at company and systemic level, by specifying how competitiveness must always be seen as a means of achieving the goal of human development.

At the end of the course, students will:

1. have acquired knowledge and understanding of the main parts of the course content:
2. be able to place empirical facts and studied economic theories in the global socio-economic context;
3. be able to frame the parts on economic theory covered during the course in the methodological paradigm composed by institutions, society and economy;
4. be able to apply the value paradigm consisting of subsidiarity, solidarity and development to the economic theory examined during lectures;
5. have developed good analysis and in-depth study skills that enable students to critically evaluate the disfunctions of world economic systems, to develop autonomy of judgement, and to take part in more advanced studies in the socio-economic field;
6. be able to clearly express acquired economic knowledge with appropriate language.

***COURSE CONTENT***

**Introduction - The Social Doctrine of the Church (SDC) and the enterprise**. SDC principles and real economic systems. Work and business in the SDC. Common good and business. Subsidiarity and business. Solidarity and enterprise. Development and enterprise.

**Business opportunities and entrepreneurs.** Business opportunities: main features. The main sources of business opportunities; some examples. How to identify an entrepreneurial opportunity.

**The enterprise: organisation, resources and objectives.** What is an enterprise? The enterprise's objectives - A look at the various enterprise theories - Enterprise organisation and decision-making processes - Enterprise structure and business management - Human resource management - Corporate culture, reputation and organisation.

**Different corporate systems.** Anglosaxon model vs model. The Italian model. Different types of stakeholders; interaction between stakeholder and enterprises. Corporate governance.

**The productive system and the challenges of sustainability.** Pope Francis’ integral ecology. The big unsolved issues. Sustainable development and sustainability as competitive factor. Ideas for a new model of development.

**The small business.** Defining aspects, advantages and disadvantages of small dimensions. The role of small businesses in Italy and Europe. The growth paths of small businesses. Growth as an option - Analysis of the reasons behind growth. Different growth processes: internal growth strategies and external growth strategies. The problems caused by growth.

**Family capitalism: economic profiles.** General introduction - Alternative definitions of family business - Relevance of family businesses - Types of family business - The relationship between family and business - The continuity of the family business - The succession process.

**The district system.** The main characteristics of the model - The model of the Italian industrial district - Characteristics of the district businesses - The relationships between the district businesses.

**Digital transformation and competitivity.** The Italian productive system and the fourth industrial revolution. The theme of reduced size of enterprises. Productive specialisation. International competitivity of Italy. The issue of employment effects. Competitiveness and digital transformation: the new challenges.

***READING LIST***

1. FRANCESCO, 2015, Laudato sì, Libreria Editrice Vaticana, Città del Vaticano.

2. FRANCESCO, 2013, Esortazione apostolica Evangelii Gaudium, Libreria Editrice Vaticana, Città del Vaticano.

3. BENEDETTO XVI, 2009, Lettera Enciclica Caritas in Veritate, Libreria Editrice Vaticana, Città del Vaticano.

4. CENTRO STUDI CONFINDUSTRIA, Dove va l’industria italiana, Rapporto 2019, (pp. 1-14)

5. A. CORTESI-F. ALBERTI-C. SALVATO, 2004, Le piccole imprese, Carocci, Rome, (chap. 1, 2, 3, 5, 6, 7, 8, 10).

6. G. MARSEGUERRA 2021, Intraprendere – Una questione di relazioni, in Dizionario di dottrina sociale della Chiesa - Le cose nuove del XXI secolo, 1 – pp. 257-261.

7. G. MARSEGUERRA 2008a, Le reti di capitale sociale in Italia, Atlantide, Anno IV, n.15/3, December, pp. 47-50.

8. G. MARSEGUERRA 2008b, Responsabilità, continuità, sviluppo: i valori dell’impresa di famiglia, in “La verità è il destino per il quale siamo stati fatti”, (edited by) G. VITTADINI, Mondadori Università, Milan, pp. 227-231.

9. G. MARSEGUERRA 2007, Lo sviluppo della piccola impresa familiare: le sfide della sussidiarietà, Atlantide, n.1-2007, March, pp. 74-79.

10. A. QUADRIO CURZIO – G. MARSEGUERRA, 2012, Bene comune e nuove forme di solidarietà, in A. QUADRIO CURZIO - G. MARSEGUERRA (edited by), Common Good, Family, Business – New forms of Solidarity, Collana della Fondazione Centesimus Annus, pp. 29 – 39, Libreria Editrice Vaticana, Città del Vaticano.

***TEACHING METHOD***

Classroom lectures, publication of teaching and further study material on the web page of the course.

***ASSESSMENT METHOD AND CRITERIA***

The exam is oral and covers all the parts of the course addressed in class and the recommended reading list. The first part of the exam consists of the presentation of a theme chosen by the student from those covered in class and may possibly also consist of an in-depth study of a topic agreed with the lecturer. The student is then asked to answer two further questions on extensive topics addressed in class. Each of the three questions is worth 10 points and 70% of the points assigned to each question is awarded on the basis of the accuracy and completeness of the answer, 30% on the basis of the students’ logical reasoning skills, and their critical approach towards the theories studied, their economic intuition and ability to use appropriate economic terminology. In the assessment of the students’ answers, particular emphasis is placed on their ability to contextualise the parts of economic theory covered in the course, on the one hand, within the methodological paradigm consisting of institutions, society and economics and, on the other hand, within the value paradigm made up of subsidiarity, solidarity and development.

***NOTES***

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.