# Economic History (annual)

## Prof. Giovanni Gregorini; Prof. Riccardo Semeraro; Prof. Luciano Maffi

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

The course consists of a first semester of basic study and a second semester of special study. The first semester structured in two parallel courses, is taught by Professors Giovanni Gregorini (Gr. A-K) and Riccardo Semeraro (Gr. L-Z). The second semester for Management and tourism language expert students covers various topics about the history of tourism and is taught by Professor Marco Dotti; instead, the second semester for Language expert for business students is dedicated to the history of enterprise, and is taught by Professor Giovanni Gregorini.

Through its overall development, the course intends:

– to supply knowledge about long-term, broad-based socio-economic processes;

– to highlight the local, regional and national aspects of such processes;

– to propose different levels of analysis (structural, trend, institutional, and relational).

*Knowledge and understanding*

At the end of the course, students will be able to:

– orient themselves, both in terms of time and space, among the dynamics of contemporary capitalism, conceived from a global perspective;

– identify the different steps of the modern economic development that influenced the formal and substantial evolution of national economies and societies;

– distinguish the different factors, also the systemic ones, that influenced market economics across time;

– understand how to interpret changes and appreciate differences (thanks to historical knowledge).

*Ability to apply knowledge and understanding*

At the end of the course, students will be able to:

– face complex operational situations and recognise the need for a multicausal approach towards problems;

– get a better understanding of the enterprise world (either in the field of manufacturing or tourism), always considering its historical and institutional context;

– carry out economic analysis activities, without forgetting the importance of social, cultural, and environmental variables and their evolution;

– identify the strengths and the weaknesses of the system/sector under analysis in order to launch efficient economic initiatives.

***COURSE CONTENT***

 Semester 1 - Basic study: *Professor Giovanni Gregorini* (Gr. A-K) *and Riccardo Semeraro* (Gr. M-Z)

*Origins and affirmation of industrial society.*

1. Continuity and disruptions in the transition from the old system to industrial society.

2. The First Industrial Revolution (1750-1850).

3. The Second Industrial Revolution (1850-1950).

4. Contemporary economy (1950-2013).

Semester 2 - Special study of the history of tourism: *Professor L. Maffi* [for linguistic expert for management and tourism (ELMT)]

*Tourism and local resources: from the grand tour to new forms of tourism.*

1. From the "grand tour" to mass tourism.

2. Moving toward integration between the "new" and "old" forms of tourism.

3. The case in Lombardy.

4. The redefinition of local communities as an economic resource.

 Semester II - Special study of the history of enterprise: *Professor G. Gregorini* [for business linguistic expert (ELI)]

*Enterprise and capitalism in contemporary history.*

1. The fundamentals for a dynamic understanding of enterprise.

2. Enterprise at the service of industrialisation.

3. Large enterprise, the state and the market.

4. Global business models in the 1900s.

5. Changes during the era of globalisation.

***READING LIST***

 Basic study

E. De Simone, *Storia economica. Dalla rivoluzione industriale alla rivoluzione informatica*, FrancoAngeli, Milan, 2014.

 Special study: History of tourism

P. Battilani, *Vacanze di pochi, vacanze di tutti. L’evoluzione del turismo europeo*, Il Mulino, Bologna, 2001.

 Special study: History of enterprise

F. Amatori-A. Colli, *Storia d'impresa. Complessità e comparazioni,* Bruno Mondadori, Milan, 2011.

***TEACHING METHOD***

Lectures with the use of summary slides, and other specific audio-visual aids.

Students taking this course should have a general knowledge of contemporary history and the command of basic concepts of economics.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of a final written exam (a test with various types of questions) designed to assess their reasoning skills and analytical rigour with regards to the course content. The format of the test is designed to assess students’ general preparation of much of the syllabus, as well as the quality of their preparation on particularly important themes.

At the end of the semester 1, there will be an optional interim written test, the result of which counts for 50% of the final mark.

The in-depth study of the texts on the reading list is essential for the exam.

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

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.