# Economic History (Business History) [Degree in Management and Business Consulting]

## Prof. Claudio Besana; Prof. Sebastiano Nerozzi

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

Enterprise has been a driving force of the contemporary economy. Firms are multi-faceted organisations that have historically been the point of encounter between entrepreneurship and social forces, between the family and management, between technology and organisation, and between local society and the global market. The configuration and performance of firms, and the knowledge, culture and models that firms have produced have made them the focal point of development of advanced economies. The course will look at the typical main characteristics of firms, the relationships of firms with the structural dynamics of the economy, and the role of firms in the development of the productive systems in Italy and some of the world's advanced economies.

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

a) possess a comprehensive knowledge of the characteristics of enterprises and of the role they played in developing and transforming the economies of the most advanced countries through the course of the nineteenth and twentieth centuries;

b) possess a refined awareness of and ability to analyse those economic institutions central to the productive life of systems based on the free market and private initiative;

c) use the proposed reading list to support their independent reflection and in-depth study of the various issues;

d) use the different exam formats to improve their oral and written abilities to argue on complex topics.

e) the knowledge gained can finally refine students’ ability to understand also current complex economical phenomena.

***COURSE CONTENT***

The course is divided into two modules: during the first, held by Prof. Sebastiano Nerozzi, the characteristics of business systems in the United States, Japan and the most advanced European countries will be outlined. The second module, held by Prof. Claudio Besana, is dedicated to the changes in the Italian business system between the beginning of the nineteenth century and the end of the twentieth century.

Module 1: *Business and organisation: international horizons* (Prof. Sebastiano Nerozzi)

The course will deal, in comparative terms, with the most significant experiences in teaching the business systems that have globally affirmed modern economic development between the 19th and 20th centuries.

In particular, the course will cover the following broad topics:

– Business and entrepreneurship through consideration of the economists: from Adam Smith to neo-institutionalism.

– Businesses and the organisation of business during the first industrial revolution in England, France and Germany (1780-1870).

– Big business during the second industrial revolution: USA, Germany, Japan (1870-1950).

– Business and organisation in capitalism from World War II to globalisation: Japan, Europe; United States and Emerging Countries (1950-2010).

Module 2: *Business and organisation: the Italian case* (Prof. Claudio Besana)

The course will deal with the most significant experiences in teaching business systems in Italy from the beginning of the nineteenth century to the end of the twentieth century.

In particular, the course will cover the following broad topics:

– The origins of industrial Italy. Chronology and players (1820-1915);

– The birth, consolidation and crisis of big business in Italy (1915-1990);

– The resilience of the Italian industrial system: small businesses, districts and the fourth capitalism (1970-2000).

***READING LIST***

For module 1

F. Amatori-A. Colli, *Storia d’impresa. Complessità e comparazioni,* Bruno Mondadori, Milan, 2012 (chapters 1-17).

For module 2

F. Coltorti, *Le grandi imprese nello sviluppo industriale italiano,* EDUCatt, Milan-Bologna, 2012 (chapters I-VI) – text available in kindle in paper version.

M. Doria, *L’imprenditoria industriale in Italia dall’Unità al “miracolo economico”. Capitani d’industria, padroni, innovatori*, Giappichelli, Turin, 1998 (part II, Gli imprenditori) – text available in the Library of Dipartimento di Storia dell'economia "Mario Romani" or on the website: *www.storiaindustria.it*.

The detailed syllabus and further study material will be made available online on the dedicated Blackboard platform.

***TEACHING METHOD***

This blended course includes face-to-face activities (50%) and distance activities (50%). Distance activities include video lectures (asynchronous), practical webinars and live feedback (conducted synchronously via webconference).

An intense use of interactive lessons for framing and capturing the topics discussed is expected. Business cases, together with entrepreneurial and managerial experiences, will be explored and discussed from a historical viewpoint.

***ASSESSMENT METHOD AND CRITERIA***

A) Ongoing assessment

For students who opt for an ongoing assessment: 50% of the assessment will be based on two tests (a written test in class and a group assignment) delivered during the course as for the instructions, content and timelines that will be published in the Blackboard area reserved for students enrolled in the course; 50% of the assessment will be based on a final oral test.

The final exam may only be taken following a positive assessment on the tests delivered during the course. In order to pass the exam, the final test (to be held in one of the 3 exam sessions following the end of the course) must be passed.

B) Single summative assessment

Those students who opt for a single assessment during the exam session will undertake an oral exam.

***NOTES AND PREREQUISITES***

Participation in the course does not include particular warnings and prerequisites.

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.