# Dynamics of the Global Economy (Year-Long Course)

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

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

The course is structured as follows: an initial general semester, and two single-subject semesters. The general semester is divided into two parallel courses, and is held by Prof. Giovanni Gregorini (Gr. A-K) and Prof. Riccardo Semeraro (Gr. L-Z). The second semester for students on the Languages for Management and Tourism profile covers the history of tourism and is held by Prof. Luciano Maffi; for students on the Languages for Business profile, the second semester covers the history of business and is held by Prof. Giovanni Gregorini.

The course aims to:

– provide knowledge on the long-term and large-scale processes of economic and social globalisation;

– highlight the local and territorial structures of these processes;

– propose different analytical approaches (structural, short-term, institutional, relational).

*Knowledge and understanding*

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

– orient themselves in terms of space-time in the dynamics of contemporary capitalism, understood from a global perspective;

– recognise the stages of modern economic development in terms of how they have affected the formal and substantial evolution of national economies and societies;

– distinguish the different factors, including system factors, that have influenced the functioning of the market economy over time;

– understand, through historical knowledge, how to interpret the change and appreciate difference.

*Ability to apply knowledge and understanding*

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

– deal with complex operational situations, recognising the need for a multicausal approach to problems;

– approach the world of business, manufacturing or tourism, taking into account the historical and institutional context in which it is inserted;

– take into account, in the various economic analysis activities, the importance of social, cultural and environmental variables, as they have evolved historically;

– identify the systemic and sectoral strengths and weaknesses for the effective implementation of any economic initiative.

***COURSE CONTENT***

General (semester 1): *Prof. Giovanni Gregorini* (Gr. A-K) *and Prof. Riccardo Semeraro* (Gr. M-Z)

*The origins and establishment of the global society*

1. Continuity and discontinuity in the transition between the “ancien regime” and industrial society.

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

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

4. The contemporary global economy (1950-2013).

Single-subject semester (2) on the history of tourism: *Prof. Luciano Maffi* (for the Languages for Management and Tourism profile)

*Tourism and territorial resources: from the Grand Tour to the new forms of global tourism*

1. From the Grand Tour to mass tourism.

2. Towards an integration between “old” and “new” forms of global tourism.

3. The case of Lombardy.

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

Single-subject (semester 2) on the history of business: *Prof. Giovanni Gregorini* (for the Languages for Business profile)

*Enterprise and globalisation in contemporary history*

1. The basis for a dynamic company design.

2. Businesses at the service of industrialisation.

3. Big businesses, state and market.

4. Business models in the global twentieth century.

5. Transformations in the age of globalisation.

***READING LIST***

General Semester

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

Single-subject semester on the history of tourism

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

Single-subject semester on the history of business

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

***TEACHING METHOD***

Frontal lectures involving slide-show presentations to contextualise the content, as well as specific audiovisual materials.

***ASSESSMENT METHOD AND CRITERIA***

The final exam, in written form (a test with different types of questions), is designed to assess reasoning and analytical rigour applied to the course contents. The format of the test is designed to assess both the general preparation of students on large sections of the syllabus as well as the quality of the study carried out on topics of particular importance.

At the end of semester 1, there will be an optional interim written test: the test is worth 50% of the final mark for the course.

Students must also study the indicated reading material closely

***NOTES AND PREREQUISITES***

Students require general knowledge of modern and contemporary history, as well as mastery of basic economic concepts.

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.