

FACULTY: ECONOMICS

DEGREE COURSE: ECONOMICS

MASTER DEGREE: ECONOMICS

SUBJECT: BUSINESS HISTORY

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OBJECTIVES

The course examines the origin and evolution of modern industrial enterprise throughout the nineteenth and twentieth centuries. The long-term perspective allows to highlight historical continuity and interruptions, with particular regard to the role of technology, social and institutional, that influenced the strategies and corporate structures. Subject of study is the enterprise as a structure operating both at the micro and macroeconomic level. The methodology adopted is comparative and it considers the macro-regions leaders of the economic world, namely the United States, Europe and Japan. The inductive approach, characteristic of the historical method, provides useful tools to analyze the decision-making process that characterizes the managerial action in all its complexity. At the end of the course students will be able to:

- understand, through an evolutionary approach, the comparative dynamics of continuity and change that influence business decisions;
- emphasize the importance of inertia and rigidity within the decision-making processes, especially in situations of uncertainty and complexity;
- emphasize the role of national contexts in providing opportunities and constraints in putting the action of enterprises and entrepreneurs;

- identify and manage, in a long-term perspective, the curves in the critical paths of development of an enterprise.

CONTENTS

- 1 Entrepreneurship in the traditional economy.
- 2 The development of the business company.
- 3 The new forms of economic activity in the early industrialization.
- 4 The formation of a business system in Italy between '800 and '900.
- 5 The genesis of big business in services and industry.
- 6 The company in the development of Italy in the XXth century.
- 7 Small enterprise and business systems.

ASSESSMENT

Written exam: multiple choice and open questions

RECOMMENDED TEXTBOOKS

- García-Ruiz J.L. and P.A. Toninelli, "The Determinants of Entrepreneurship", Pickering & Chatto, 2010
- Yergin D. and J. Stanislaw, "The commanding heights: the battle between government and the marketplace that is remaking the modern world", Simon & Schuster, 1998