

COURSE OF STUDY: Gestione Strategica e Marketing Digitale (Strategic Management and Digital Marketing)

ACADEMIC YEAR: 2023/2024

ACADEMIC SUBJECT: Management History

General information	
Year of the course	2nd Year
Academic Calendar (starting and ending date)	1st Semester (September - December 2023)
Credits (CFU/ETCS):	6
SSD	SECS-P/12
Language	Italian
Mode of attendance	Attendance not compulsory

Professor/ Lecturer	
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Department and address	Economic Campus – Department of Economics and Finance. Bari
Virtual room	Teams Channel - mug8o4f
Office Hours (and modalities: e.g., by appointment, online, etc.)	Wednesday 10.00 - 12.00 AM (It is advisable to contact the teacher by email to arrange an appointment in the presence or remotely)

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	42		108
CFU/ETCS			
6	6		

Learning Objectives	The course aims to provide students with the basic tools to understand the evolution of the processes of governance, organization and strategic and operational management from the industrial revolution to the end of the twentieth century. Students will acquire the skills necessary to understand the genesis, evolution and structure of phenomena related to managerial management, as well as their dynamics. The period of time considered ranges from the spread of the industrial revolution to the full affirmation of the technological and managerial leadership of large companies in the United States.
Course prerequisites	There are no propedeuticitities. In order to better assimilate the course contents, it is strongly recommended to know the fundamental themes of European economic history in modern and contemporary times.

Teaching strategy	The teaching consists of lectures aimed primarily at the acquisition of knowledge, skills and language of the discipline. The discussion with the teacher is an integral part of the teaching method and aims to promote to the student the critical spirit and the ability to apply the acquired skills and knowledge. Lessons will be held with slides and teaching materials provided by the teacher; lessons will be
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	treated case studies that will be the subject of analysis.
Expected learning outcomes in terms of	Learning and understanding of the evolution of managerial theories, from industrialization to contemporaneity. Application of the knowledge acquired for the understanding of today's economic, social and institutional dynamics.
Knowledge and understanding on:	Learning and understanding of the evolution of managerial theories, from industrialization to contemporaneity.
Applying knowledge and understanding on:	Application of the knowledge acquired for the understanding of today's economic, social, institutional and managerial dynamics.
Soft skills	<ul style="list-style-type: none"> • Making informed judgments and choices. <p>Learning and understanding of the process of evolution of managerial theories and forms of business organization in the modern and contemporary age.</p> <ul style="list-style-type: none"> • Communicating knowledge and understanding. <p>Application of the acquired knowledge for the understanding of today's managerial dynamics.</p> <ul style="list-style-type: none"> • Capacities to continue learning. <p>Periodic collective checks conducted in the classroom, even during the lessons, will allow for testing the students' study ability and knowledge acquired and filling any gaps.</p>
Syllabus	
Content knowledge	The course will focus on the development of the large modern enterprise with specific reference to the evolution of managerial theories, organizational forms and strategic and operational management. It will study the separation of ownership and control, the advent of the large integrated enterprise, the main areas of affirmation of the large enterprise and new forms of managerial organization, the historical evolution of business structures and managerial strategies, the development of multinationals, alternatives to big business, the crisis of Fordism. The chronological period studied goes from the English industrial revolution to the overcoming of the entrepreneurial enterprise-family. The managerial theories that have occurred in the experiences of the most important industrialized countries will be studied, and in particular in the experience of technological and managerial leadership of large companies in the United States.
Texts and readings	<ul style="list-style-type: none"> - Teaching materials provided by the teacher on request of the students; - P. Toninelli, Storia d'Impresa, Bologna, Il Mulino, 2022 (only chapters 3 and 4) (Foreign students can ask the teacher to indicate manuals in English to study)
Notes, additional materials	
Repository	

Assessment	
Assessment methods	<p>Written test of exemption for attending students (lasting 1.5 hours); oral exam.</p> <p>The written test (for attending students) and the oral exam are aimed at ascertaining the knowledge and understanding of the contents (basic concepts, facts, time coordinates, and geo-political dynamics). The full mastery of the historical-economic language and the ability to apply knowledge about the actual dynamics of certain historical contexts will also be evaluated.</p>
Assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: <ul style="list-style-type: none"> ○ Knowing how to elaborate a personal conceptual map of Management History. • Applied knowledge and understanding: <ul style="list-style-type: none"> ○ Being able to compare the evolution of the Management theories of the

	<p>most important industrialized countries, identifying points of contact and contrast.</p> <ul style="list-style-type: none"> • Making judgments: <ul style="list-style-type: none"> ◦ Develop an ability to argue about the historical evolution of Management theories. • Communication skills: <ul style="list-style-type: none"> ◦ Ability to expose the concepts learned through the attendance of lessons and/or individual study. • Learning skills: <ul style="list-style-type: none"> ◦ Knowing how to select texts and materials for the study of the discipline.
Final exam and grading criteria	<p>The final grade is assigned in thirtieths. The exam is passed when the mark is greater than or equal to 18. The evaluation is first and foremost qualitative: it will take into account the degree of conceptual understanding of the proposed topics and the ability to express oneself with an appropriate language.</p>
Further information	
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