

COURSE OF STUDY: ECONOMICS, FINANCE & MANAGEMENT
ACADEMIC YEAR: 2023/2024
ACADEMIC SUBJECT: Business History

General information	
Year of the course	2nd Year
Academic Calendar (starting and ending date)	2nd Semester (February-June 2024)
Credits (CFU/ETCS):	6
SSD	SECS-P/12
Language	Italian
Mode of attendance	Attendance not compulsory

Professor/ Lecturer	
Name and Surname	Prof. Maurizio GANGEMI
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Department and address	Economic Campus – Department of Economics and Finance. Bari
Virtual room	Teams Channel - uxq5i38
Office Hours (and modalities: e.g., by appointment, online, etc.)	Thursday, 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, in a historical perspective, the knowledge related to the figure of the entrepreneur and to the formation and evolution of the various forms worldwide, with particular attention to large companies. It intends to retrace the affirmation of the major industrial economies and emerging ones, with a comparative historical approach and in relation to the contexts national political, institutional, economic, and social.
Course prerequisites	Basic knowledge of the economic history of the modern and contemporary age.

Teaching strategy	The main teaching method is frontal teaching, open to dialectical comparison with the students. The seminar part is provided with the formation of study groups which, with the guidance of the teacher, will discuss some in-depth topics relating to the history of specific industrial brands, comparing experiences of Western markets with those of Eastern Europe.
Expected learning outcomes in terms of	Awareness of the historical complexity which, over the long term, has determined the current structures of international business.
Knowledge and understanding	Application of acquired knowledge to understand today's economic, social, and

on:	institutional dynamics.
Applying knowledge and understanding on:	
Soft skills	<ul style="list-style-type: none"> • Making informed judgments and choices. With the learning and understanding of the process of formation and diffusion of the company between the modern and contemporary ages, it will be possible to approach the analysis of the current structures of international entrepreneurship, with a critical vision of global emergencies and possible future scenarios. • Communicating knowledge and understanding. Thanks to the conscious use of historical and comparative analysis methods, it will be possible to operate in the most varied fields (institutional, social, cultural), with a better capacity for analysis and judgment around the many aspects of the company and the role of the entrepreneur in the international economic context. • Capacities to continue learning. The wealth of knowledge acquired represents a fundamental preparatory element for approaching current issues and constantly refining the judgment skills around the structure of companies on international markets, implementing personal and/or professional growth paths.
Syllabus	
Content knowledge	During the course, starting from the pre-industrial age, the concepts of entrepreneur and business will be examined, highlighting, in addition to the theoretical profiles of the discipline, the fundamental issues of the company. The aspects related to the interrelationships between business and institutions in the various socio-economic contexts will be explored, as will the evolution of the business structure and organization in the globalized economy, the changes in the forms of corporate governance and the history of the public enterprise as a state intervention in the 'economy. For the special part, specific cases of affirmation and diffusion of well-known corporate brands will be addressed, with the modalities of the seminar discussion, in a comparative function between market economies and socialist economies.
Texts and readings	General part: F. Amatori - A. Colli, Storia d'impresa. Complessità e comparazioni, Milano, Bruno Mondadori, 2020. Special part: A. Guenzi, Mito e Brand tra Est e Ovest, Bologna, Logo Fausto Lupetti Editore, 2022 (chap. 3, 4,5,7,8,9,11)
Notes, additional materials	The students who will participate in the seminar activities will take the exam only on the text of Amatori-Colli (Storia d'impresa. Complessità e comparazioni)
Repository	
Assessment	
Assessment methods	Individual oral exam. The groups that wish to participate in the seminar activities will present their topic orally and will be able to voluntarily present a written paper.
Assessment criteria	The evaluation of the answers will consider the degree of knowledge of the topic, completeness and clarity of exposition. The student will have to answer the questions to demonstrate: <ul style="list-style-type: none"> - to be able to place the studied concepts in a correct context; - to have mastered the topics and contents covered during the course; - to be able to apply these elements for the purpose of critical understanding of situations and problems relating to the strategic governance of companies; - to be able to present one's arguments rigorously and in a limited time, using appropriate and concise language.

Final exam and grading criteria	Final grade expressed out of thirty and the exam is passed with an equal result greater than 18/30. The evaluation will basically consider the level of understanding, the articulated presentation and the critical capacity shown in dealing with the topics being examined.
Further information	
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