

**BUSINESS HISTORY**  
**A Y. 2021-2022**  
**COURSE YEAR I**  
**I SEMESTER**  
**6 ECTS CREDITS**  
**Renato Ghezzi**

Course Informations	Business History (Secs-P/12), 6 ECTS, 42 hours, A. Y. 2021-2022, I semester, year 2021
Instructor Contacts	Renato Ghezzi E-mail <a href="mailto:renatoghezzi@unicz.it">renatoghezzi@unicz.it</a> Website <a href="http://www.diges.unicz.it/web/docenti/ghezzi-renato/">http://www.diges.unicz.it/web/docenti/ghezzi-renato/</a>
Course Description	After an initial theoretical summary, the course will cover fundamental sections of the evolution of business from a historical perspective. We will analyze the quantitative and qualitative changes which have characterized the shape, size, management and performance of businesses throughout the 20th century. We will evaluate how and in which ways these changes have contributed to the creation of national business systems with particular focus on Italy.
Course goals and Expected Learning Outcomes	<p><b>Knowledge and capacity of understanding:</b> Objectives</p> <ul style="list-style-type: none"> <li>• Knowledge of the main theoretical models for the interpretation of business history.</li> <li>• Knowledge, through a comparative analysis, of the main business systems.</li> <li>• Analysis of the role and functions of the entrepreneur in a diachronic perspective.</li> <li>• Understanding of the dynamics that have affected the evolution of the structure, organization and management of companies from the early twentieth century to today.</li> <li>• Understanding of the multiple interrelationships between businesses and the economic, political and cultural context.</li> </ul> <p><b>Ability to apply knowledge and understanding</b> Expected results.</p> <ul style="list-style-type: none"> <li>• At the end of the course the students will have knowledge of and will be able to describe the basic theoretical models with the appropriate language.</li> <li>• They will be able to independently understand and evaluate, in a cooperative way, the fundamental interpretative strands of business history.</li> <li>• They will have knowledge of and will be able to interpret the main sources for the diachronic analysis of the economy.</li> <li>• They will use the methodologies of economic analysis for the interpretation of the evolution and functioning of production system.</li> <li>• They will possess the tools to describe and analyze the main business organization and management models.</li> </ul>

<p><b>Program</b></p>	<p>There are two programs: The first is for students who ARE attending classes and the second is for students who are NOT attending classes.</p> <p>Attending students The following topics will be covered during the course</p> <ul style="list-style-type: none"> <li>• The theory of the business.</li> <li>• The significance of the entrepreneur in economic analysis.</li> <li>• The company and innovations.</li> <li>• The business and the context of political institution.</li> <li>• The family business.</li> <li>• The large managerial business.</li> <li>• The Asian model.</li> <li>• The territorial production systems.</li> <li>• The cooperative enterprises.</li> <li>• The public company.</li> <li>• The management of the company.</li> <li>• Size and performance of business from a historical perspective.</li> </ul> <p>Students will be able to carry out individual reports aimed at deepening the topics covered in lessons, which will contribute to the final grade. The teacher will provide students with extracts of the texts analyzed, scientific articles, and a summary of the topics covered during the course.</p> <p>Non-Attending students: Students who will not attend the course are advised to study the following text: V. Zamagni, <i>Forme d'impresa. Una prospettiva storico-economica</i>, Bologna, Il Mulino, 2020.</p>
<p><b>Expected student workload</b></p>	<p>For attending students, the individual studying workload is estimated to be at 70 hours. For non-attending students, the workload is double.</p>
<p><b>Teaching Methods</b></p>	<p>Lectures, worksheet exercises during the lessons, and text analysis</p>
<p><b>Learning resources</b></p>	<p><b>Textbook</b> V. Zamagni, <i>Forme d'impresa. Una prospettiva storico-economica</i>, Bologna, Il Mulino, 2020.</p> <p><b>Learning resources</b> Further recommended reading G. Berta, <i>L'enigma dell'imprenditore (e il destino dell'impresa)</i>, Bologna, Il Mulino, 2018. P. A. Toninelli, <i>Storia d'impresa</i>, Bologna, Il Mulino, 2012. R. Giannetti, M. Vasta, <i>Storia dell'impresa italiana</i>, Bologna, Il Mulino, 2012. F. Amatori, A. Colli, <i>Business History. Complexities and Comparisons</i>, New York, Routledge, 2011.</p>

	<p><b>Other learning material</b> A powerpoint will offer students a summary of the topics covered in the course.</p>																												
<p><b>Support activities</b></p>	<p>Written and oral exercises related to topics covered during the course. Foreign students can take tests and final exam in English if they prefer. Textbook: F. AMATORI, A. COLLI, <i>Business History. Complexities and Comparisons</i>, New York, Routledge, 2011.</p>																												
<p><b>Attendancy policy</b></p>	<p>Attendance is not mandatory; however, it is recommended.</p>																												
<p><b>Assessment methods</b></p>	<p>The course includes intermediate assessment tests The final exam will be oral. The final exam will be graded according to the following table</p> <table border="1" data-bbox="448 663 1390 1749"> <thead> <tr> <th data-bbox="448 663 576 819">Grades</th> <th data-bbox="576 663 831 819">Knowledge and comprehension</th> <th data-bbox="831 663 1110 819">Analysis and synthesis</th> <th data-bbox="1110 663 1390 819">Use of bibliographic references</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 819 576 1055">Fail</td> <td data-bbox="576 819 831 1055">Important Gaps, Mistakes</td> <td data-bbox="831 819 1110 1055">Irrelevant, Inappropriate use of digressions and generalizations</td> <td data-bbox="1110 819 1390 1055">Not able</td> </tr> <tr> <td data-bbox="448 1055 576 1211">18-20</td> <td data-bbox="576 1055 831 1211">Minimal orientation skills Evident imperfections</td> <td data-bbox="831 1055 1110 1211">Barely sufficient</td> <td data-bbox="1110 1055 1390 1211">Barely sufficient</td> </tr> <tr> <td data-bbox="448 1211 576 1368">21-23</td> <td data-bbox="576 1211 831 1368">Superficial knowledge</td> <td data-bbox="831 1211 1110 1368">Correct method supported by coherent presentation</td> <td data-bbox="1110 1211 1390 1368">Able</td> </tr> <tr> <td data-bbox="448 1368 576 1525">24-26</td> <td data-bbox="576 1368 831 1525">Good knowledge</td> <td data-bbox="831 1368 1110 1525">Correct method supported by coherent presentation</td> <td data-bbox="1110 1368 1390 1525">Able</td> </tr> <tr> <td data-bbox="448 1525 576 1648">27-29</td> <td data-bbox="576 1525 831 1648">Remarkable knowledge,</td> <td data-bbox="831 1525 1110 1648">Remarkable abilities of analysis and synthesis</td> <td data-bbox="1110 1525 1390 1648">Able to focus the subject logically and coherently</td> </tr> <tr> <td data-bbox="448 1648 576 1749">30-30L</td> <td data-bbox="576 1648 831 1749">Excellent knowledge</td> <td data-bbox="831 1648 1110 1749">Excellent analysis and synthesis skills</td> <td data-bbox="1110 1648 1390 1749">Able to focus the subject logically and coherently</td> </tr> </tbody> </table>	Grades	Knowledge and comprehension	Analysis and synthesis	Use of bibliographic references	Fail	Important Gaps, Mistakes	Irrelevant, Inappropriate use of digressions and generalizations	Not able	18-20	Minimal orientation skills Evident imperfections	Barely sufficient	Barely sufficient	21-23	Superficial knowledge	Correct method supported by coherent presentation	Able	24-26	Good knowledge	Correct method supported by coherent presentation	Able	27-29	Remarkable knowledge,	Remarkable abilities of analysis and synthesis	Able to focus the subject logically and coherently	30-30L	Excellent knowledge	Excellent analysis and synthesis skills	Able to focus the subject logically and coherently
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