

University Courses

INTRODUCTION TO ITALIAN BUSINESS IN THE GLOBAL ECONOMY

Duration: 2 months

Credit: 3 hours

Contact Hours: 45 (24 lecture and discussion + 21 site visits)

Language of instruction : English and Italian

Prerequisites : Survival Italian (60 hrs. Italian language, history and culture)

Texts : Locke, Richard M. (1997). *Remaking the Italian Economy. Cornell Studies in Political Economy.*

Sassoon, Donald. (1997). Contemporary Italy: Economy, Society and Politics Since 1945.

Course pack of readings, including latest government statistics, tables and graphs; selected journal and newspaper articles; advertisements; state, regional and local publications; industry brochures and documentation

*Course Objective*To provide a general understanding of the economic structure and development of Italy since 1945 with respect to three major sectors: agriculture, manufacturing and trade, and human services, through course readings, lectures discussion, and on site visits to various industries. Emphasis will be given to Italy's role in the European and global economies, especially the contribution of Italy's northern regions.

Course outline : The course will be divided into 5 areas, as follows

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<i>N.</i>	<i>Topic</i>	<i>Sub-topics</i>	<i>Site Visits</i>	<i>Hrs</i>
01	<i>The Italian Economy</i>	<i>Post-WWII economy, Italy's "economic miracle", the European Economic Union, Italy in the global marketplace Current status of the Italian national, regional, and provincial economies with particular attention to the phenomena of the North-east</i>		05
02	<i>The primary sector</i>	<i>Agriculture, natural resources, geographic and climatic considerations, ecological issues, green economics qualitative research.</i>	<i>-Museum of Olive Oil in Bardolino -Wine cellars of Soave -'La Capuccina' vineyards and wine production in Monteforte</i>	10
03	<i>The secondary sector</i>	<i>Manufacturing, import/export, the Made in Italy phenomenon, organizational structure: family business to the multinational corporations</i>	<i>- Champion Sportswear in Veronella; - Pedrollo (fire and rescue vehicles); - Maxa (furnaces, radiators and air conditioners) -Paluani ('panettoni' Italian specialty breads)</i>	14
04	<i>The tertiary sector</i>	<i>Services, health care, schools, banking and finance, sports, entertainment, hotels and restaurants, tourism</i>	<i>- Gardaland (Italy's largest amusement park) - Bank of Verona</i>	11
05	<i>Workers' Rights and Benefits</i>	<i>Status of women, family and maternity leave, rights of the recently hired, unions and strikes, legal and illegal immigrants, unemployment, retirement and pensions, "the thirteenth month"</i>		05

Grading Criteria: Students will be graded over reading and lecture material, site visits, and in-class discussion. Assignments include oral and written quizzes, written summaries and essays, and a comprehensive written final examination.