

COURSE: Sociology of innovation and international trade (SPS/09 – CFU: 12)
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1. KNOWLEDGE AND SKILLS TO BE ACHIEVED DURING THE COURSE
<p>1. Knowledge and understanding: The course deals with the main themes of the relationship between innovation and society, providing a basic presentation of the main theories, problems and tools for understanding, from a sociological perspective, of the phenomena and processes of economic innovation. The basic social actors and dynamics of international trade, commercial policy, and factor movements are examined. Topics may include the relation between social actors in trade movements and economic growth, international financial institutions, international trade agreements and protectionism.</p> <p>2. Knowledge and understanding skills applied: The student will be able to develop the reflection on innovations, on the social and institutional processes that determine them, in order to promote the ability to analyse how different factors such as relations between actors, capitalist systems and business models can affect development of innovation in companies.</p> <p>3. Autonomy of judgment: At the end of the course the student will have the ability to evaluate the different models of economic innovation in a more interdisciplinary and critical way. The course aim at developing students' capability to face the social aspects of the international trade, achieving experience and tools for an autonomous social consciousness</p> <p>4. Communication skills: Students will acquire the typical technical language of the discipline to communicate clearly and unambiguously with specialists and non-specialist interlocutors. The students learn how to explain clearly the main topics of the course and to face problems related to the courses using the tools provided.</p>

2. PROGRAM/ CONTENTS
<p>The aim of the course is to provide students with a not strictly economic or technical vision of innovation, but more focused on social, institutional and cultural factors that determine innovation processes, or prevent their realization, in different sectors and economic activities.</p> <p>In the first part will be presented the main sociological theories that have addressed the theme of innovation in economics, starting from classic authors such as Smith, Marx, Durkheim, Weber and Schumpeter up to the most contemporary theories on the models of capitalism and neo-institutionalism.</p> <p>The second part will deal with the most specific themes of innovation such as invention, creativity, national, regional and local innovation systems, high-tech districts, startups, innovation networks.</p> <ol style="list-style-type: none">1. Introduction to International Trade (due to the class – read Chapter 1)2. The Society and policies of Protectionism; The Uruguay Round, Outstanding Trade Problems, and the Doha Round; Economic Integration: Customs Unions and Free Trade Areas (due to the class – read Chapter 9.4, 9.7, 10)3. The International Resource Movements and Multinational Corporations; Motives for and Welfare Effects of International Labor Migration (due to the students – read Chapter 12.1, 12.5, 12.6)4. The International Monetary System: Past, Present, and Future (due to the students – read Chapter 21)5. The European Union business environment: promoting business6. The European Union business environment: regulating business7. The European Union Business Environment: the Euro8. Case study – Inditex-Zara – the disposable fashion9. A business plan – what is it and how to do it

3. TEXT BOOKS
Ramella F. (2016), <i>Sociology of economic innovation</i> , London, Routledge Dominick Salvatore, <i>International Economics</i> , Wiley, 2010, 11th edition ISBN: 9781118177938.

4. EDUCATIONAL METHOD AND TOOLS

The course is based on video lessons related to the main topics and contents of the program, accessible through the e-learning platform of the university. These tools combine the individual study through the exam text reported in the program and the supplementary ones, suggested at the end of some video lessons, the teacher's assistance through chat, forum and e-mail.
Video-Lectures, assignments, webinars.

5. SELF-ASSESSMENT PROCEDURES

Questions at the end of each lecture will be provided.

6. EVALUATION METHODS (FINAL EXAM)

The evaluation of learning will be done through a written exam.
A written business plan
A case study presentation.

7. AREAS OF APPLICATION OF ACQUIRED KNOWLEDGE

The course provides the sociological knowledge useful to develop managerial and entrepreneurial skills in private organizations and public administrations. The contents of the course can be applied in roles where it is necessary to know markets, different business models, and types of innovation in various areas of economic production.
All the international trade contexts and European business.