



Academic Year 2023-2024

Syllabus

**GENERATIVE ECONOMY** an experience-based introduction

N° OF SESSIONS: 8 for 16 hours

Lecturer: Dr Marco Morganti - Senior Advisor for Impact – Intesa Sanpaolo

### **Course description**

The 16-hour module devoted to Generative Economy is aimed at providing young adults with information on some of the major trends in economics. Starting from the “natural” concepts of Common Good, Equal Opportunity, Inequality, and Sustainability, the course will seek to solicit reflection on additional aspects in the domain of Economics such as Resources, Profit, Mutualism, as well as some elements belonging to specific issues of the banking world: Risk, Interest, Financial Sustainability.

The main area to be explored is that of the Social Economy in comparison with for-profits, examining both the structural differences and the many sides common to both, such as creativity, business risk, and the market. It is precisely from this comparative overview that it will be easier to understand the increasing proximity (or 'the convergence') between the two models, with the emergence of hybrid forms such as B-Corp or Benefit Enterprises according to the innovative Italian legislative configuration.

### **Learnings Outcomes**

At the completion of the course, the student will have acquired his or her own critical tools for navigating the accelerated transition to a Sustainable Economy and will also leave with a few more useful elements which could be valuable when considering whether or not to direct his or her professional future toward the non-profit or benefit enterprises world.

### **Topics**

Foundations:

- . The Functions of the Economy
- . The Motivations for doing business
- . Extractive Economy, Generative Economy
- . Credit: inclusion and exclusion

Experiences:

- . Hybridization of models: Banca Prossima
- . Application cases of generativity: Third Value
- . The strength of intangible assets: Community like

Trends

- . B-Corps
- . Benefit Enterprises in Italian Legislation
- . The Benefit concept beyond the boundaries of the individual company

### **Textbook**

Marco Morganti “the Circle and the Spyral”

### **E-mail**

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