

Crossroad between Literature and Economics (the importance of narratives).

UGRA_016252

Departments	Department of International, European Union and Comparative Law
Teaching Languages	English
ECTS	3
Teacher responsible	Rodríguez Veny Matias - matias.rodriguez@esade.edu

Course Goals

The main objective of the course is to see the universal value of literature and cinema within a humanistic field in an absolute synergy with Economics and Business, taking into account the power of economic narratives.

Appreciating art and literature as a creative source for future economists -regardless of their country and its economic status- when it comes to selecting searches in sources (computing, taxes and global markets) and finding their own voice.

During the classes, they will study a range of several authors from different nationalities. For example: Robert J. Shiller (Nobel Prize Winner 2013) Economic Narratives. He underlined the importance of closing the distance between economics and literature in order for economic narratives to have powerful voices.

Lastly, striking a balance in the creation of a plurinational library where not only the utilitarian criteria will bear weight, but also the free development of conscience. T.S. Elliot, C. Baudelaire, W.B. Yeats, A. Rimbaud.

In a nutshell, it's a much needed embrace between Literature, Cinema, Economics and Business.

Prior knowledge

Everything regarding this course will be in English: the classes, the material, the resources, the screenings and the evaluation. The teaching material will be uploaded to the campus.

Prerequisites

The only requisite for doing this course is the student's interest in expanding their academic fields in other disciplines such as literature and cinema with business and economics. Interest in an active participation in class is also important.

Description

Course contribution to program

Literature allows for a global access to points of view that are related to economics, law, society, culture and, ultimately, humanities. For a course where the students come from all over the world, this approach facilitates a very fluid communication when it comes to exchanging ideas. This will undoubtedly benefit the students, not only in their understanding of law and economics and their own readings but also in their ability to network during their time here.

The course will address how several iconic writers were able to write exceptional texts by analyzing some of the techniques they used, such as Hemingway's iceberg theory.

Short description

The workload distribution will be structured in the following way:

- Mandatory assistance to 80% of the classes (except for justification).
- Delivery of a dossier that will include:
 - * Most important economic narratives, to be discussed in class such as: the opioid crisis caused by Purdue Pharma, texts by Keynes The economic consequences of peace and My earliest beliefs, Robert. J. Shiller Economic Narratives.
 - * Texts by Milton Friedman.
 - * George Orwell, 1984, Ray Bradbury, Fahrenheit 451, Ernest Hemingway Cat in the rain.
 - * Fiction and non fiction. Literature and Economics: J.L Borges and T. Capote.
- Selected scenes from cinema of "non fiction through real stories" and advertisements.
- Bibliography and cinematography.

Bibliography

Robert. J. Shiller, Narratives Economics, Princeton University Press/ Planeta (Book)

John Maynard Keynes, Two Memoirs, Acantilado

George Orwell, 1984, Penguin Random House

Ray Bradbury, Fahrenheit 451, Penguin Random House

Jorge Luis Borges, Fictions, Penguin Random House

Patrick Radden Keefe, Empire of Pain, Picador

Ernest Hemingway, The first forty-nine stories, Penguin Random House

Truman Capote, In cold blood, Penguin Random House

Activities

Presentations

Nonfiction sessions will be presented by Connie Jean, specialist in Literary Studies with a Masters Degree in Film and Cinema.

Interaction with visiting guest professionals

We will interact with Marcos Marí who is the President of Insotel, Marina Ibiza and Trasmapi. He will talk us about the different economic narratives related with tourism.

Content

#	Topic
1	1. Welcoming and the concept of "economic narratives" Week 1: - Definition of "economic narrative". - 2 Case studies: The Sackler Family and Empire of Pain, Keynes and The economic consequences of peace. - Creative writing: Hemingway's "iceberg theory", Cat in the rain. - Fiction vs Non-fiction: How fake news can become a real narrative and it's effect on the economy. - Last class of the week: screenings
2	2. The economic paradigm: aiming for utopia, avoiding distopia Week 2: - Geroge Orwell, 1984 and Ray Bradbury Farenhit 451 - Apple 1984 Superbowl commercial - Keynes' ambiguity - The beauty of small things - Friedman, think tanks of Chicago - The series Black Mirror
3	3. Science and Literature: where does economy stand? Weeks 3 - Differences between science and art. - Consequences of science. - Mary Shelley Frankenstein or the modern Prometheus - The value of everything M. Mazzucato - Screenings of selected films and TV Shows (A.I., nuclear power, etc)

Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality	Mandatory assistance to 80% of the classes (except for justification).	Ordinary round	20.00%
Final individual project	An economic narrative of up to 2 pages.	Ordinary round	40.00%
Group project	A script for film or television related to Economic and Law	Ordinary round	40.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA20 Year 4 (Optative)

BBA20 Year 2 (Optative)

BBA20 Year 3 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA23 Year 4 (Optative)

BBA23 Year 2 (Optative)

BBA23 Year 3 (Optative)

GEL19-Bachelor of Global Governance, Economics and Legal Order (Undergraduates: Law)

GEL19 Year 1 (Optative)

GEL19 Year 3 (Optative)

GEL23-Bachelor of Global Governance, Economics and Legal Order (Undergraduates: Law)

GEL23 Year 3 (Optative)

GEL23 Year 1 (Optative)