



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

PHILOSOPHISCHE FAKULTÄT
UND FACHBEREICH THEOLOGIE

**MASTER PROGRAM
DEVELOPMENT ECONOMICS AND INTERNATIONAL STUDIES**

**Seminar
Business & Society in Latin America
Summer Term 2016**

**Social Sciences and Philosophy
Department**

Institute for Economics

Cristian R. Loza Adai, M.A., M.A.

Kochstraße 4 (17), 91054 Erlangen

Telefon +49 9131 85-23027

Fax +49 9131 85-22060

cristian.loza.adaui@fau.de

www.economics.phil.fau.de

General information

Venue: Room 05.054, Kochstr. 4 (17), 91054 Erlangen, Germany

Time: Wednesdays 14:15h. – 15:45h. (see detailed schedule below)

First compulsory session: Wednesday, April 13th, 2016

Lecturer: Cristian R. Loza Adai,
Kochstr. 4 (17), 91054 Erlangen, Germany
Office: 1st. Floor, Room 1.054-1
Office hours for consultation: Thursdays from 14:00h. to 15:00h.
T +49 9131 85-23027 | F +49 9131 85-22060 | cristian.loza.adaui@fau.de

Syllabus outline

This seminar is designed to discuss and to broaden the awareness of the changing role of business in Latin American societies, and to provide comprehensive theoretical and empirical knowledge to assess the societal challenges that organizations face while trying to contribute to sustainable development in Latin American countries.

Students will examine business actions in various institutional contexts (e.g. economic, political-legal, and socio-cultural) and address critically the relationships between business and society, taking into consideration alternative approaches to management. Contemporary social issues in management will be discussed in an organizational and systemic perspective. From an organizational perspective issues addressed will be: corporate social responsibility, corporate citizenship, stakeholder management, inclusive business, social enterprises and hybrid organizations. From the systemic perspective, topics as: sustainable development, cross-sector interactions and social innovation will be studied.

Educational goals and learning outcomes

Students participating successfully in this seminar will develop the following skills:

Subject-specific skills

- Students analyse the changes in the role of business in Latin American societies taking in consideration multiple institutional contexts (e.g. economic, political-legal, and socio-cultural).
- Students reflect and evaluate the different theoretical approaches that explain the particularities of the business and society relationships in Latin America.
- Students develop and produce a case study that explain in detail a particular issue of the business and society relationships in Latin America.

Methodological skills

- Students answer independently a research question regarding a particular issue related to the business and society relationships in Latin America.
- Students plan, carry out research, evaluate and analyse scientific literature related to an issue considered relevant for the better understanding of the business and society relationships in Latin America.
- Students produce a case study that exemplifies a particular issue related to the business and society relationships in Latin America.

Personal skills

- Students evaluate their own strengths and weaknesses in relation to their own presentation and communication skills.
- Students evaluate their own strengths and weaknesses in relation to their own organizational skills.
- Students reflect upon their own behaviour as part of the global business community under consideration of fundamental ethical questions and the consequences for society.

Social skills

- Students can present clearly and effectively a particular issue related to the complex relationships of business and society in Latin America.
- Students communicate clearly and respectfully their arguments and points of view in classroom.
- Students give fellow students constructive feedback on their presentations.

Course design and assignments

Students gathered during the first compulsory session (**on Wednesday, April 13th, 2016**) select a topic to work on during the semester. Each topic should be explored in the context of a specific real case study. Proposed topics are listed below and some readings per topic are suggested to get students started on their research. Students are expected to do extensive literature review on the topics selected for their paper assignment. If students are interested in topics that are not listed below, it is possible to discuss the possibility to include other topics related to the content of the seminar, in that case students should bring to the first session, a clear topic statement as well as some few literature references to be used for evaluation and decision making.

During the sessions students present their topic and propose a case study for discussion. Students' presentations are no longer than 45 minutes including: (1) a theoretical part that should not be longer than 30 minutes, and (2) the presentation of the case study that should not be longer than 15 minutes, so that ample time is left for questions and discussion (a maximum of 90 minutes per topic). Every student will be evaluated individually even if they work in a group basis.

Based on a 360 degrees' approach towards skills development, students will be active involved into the development and evaluation of presentation skills. For that reason, each student will provide feedback to their colleague's presentations during every session, and each student will reflect and evaluate the outcome of the own presentation by means of a self assessment form. In addition, the lecturer will provide feedback to every presenter.

With the input received during the presentation and with the results of the case discussion, students prepare their seminar paper that includes a theoretical part and a case study. The seminar paper should approximately have 5000 words (Excluding: Title page, bibliography, exhibits and annexes). Submission deadline for the seminar paper is September 9th, 2016.

Further guidance for writing the seminar paper and preparing presentations will be provided during the first sessions, as well as on the course website for the seminar on the StudOn platform.

Assessment

The final grade of the seminar consists of a presentation that includes a theoretical topic and a case study presentation (33%) and a seminar paper (66%).

Detailed schedule and proposed readings

Date	Topic	Readings
April 13	Introduction and organizational issues.	
April 20	Business & Society relationships in Latin America.	<ul style="list-style-type: none"> • Peinado-Vara, E. (2006a). Corporate social responsibility in Latin America. <i>Journal of Corporate Citizenship</i>, 21, 61–69. • Haslam, P. A. (2004). The Corporate Social Responsibility System in Latin America and the Caribbean. <i>FOCAL Policy Paper</i>, 1–16. • Prieto-Carrón, M., Lund-Thomsen, P., Chan, A., Muro, A., & Bhushan, C. (2006). Critical perspectives on CSR and development: what we know, what we don't know, and what we need to know. <i>International Affairs</i>, 82(5), 977–987. • Newell, P. and Frynas, J.G. (2007), "Beyond CSR? Business, poverty, and social justice: an introduction", <i>Third World Quarterly</i>, 28(4), 669-681.
April 27	Philanthropy and social change in Latin America	<ul style="list-style-type: none"> • Sanborn, C.A. (2005) Philanthropy in Latin America: Historical traditions and current trends, in Cynthia Sanborn and Felipe Portocarrero (eds.) <i>Philanthropy and Social Change in Latin America</i>, pp. 3-29, Boston, MA: Harvard University David Rockefeller Center for Latin American Studies. • Budani, A.; Luft, M. and López, C. (2010) <i>Main philanthropy trends in Latin America</i>, Inter-American Development Bank and Avina Foundation.
May 4	Doing Business in Latin America.	<ul style="list-style-type: none"> • Spillan, J.E.; Virzi, N. and Garita, M. (2014) <i>Doing Business in Latin America: Challenges and Opportunities</i>. New York: Routledge. • Robles, F.; Wiese, N. and Torres-Baumgarten, G. (2015) <i>Business in Emerging Latin America</i>. New York: Routledge. • Feldmann, P.R. (2014) <i>Management in Latin America: Threats and Opportunities in the Globalized World</i>. Heidelberg: Springer.
May 11	Corporate social responsibility in developing countries, emergent economies and developed countries in comparison.	<ul style="list-style-type: none"> • Visser, W. (2008) Corporate social responsibility in developing countries, in Andrew Crane, Abigail McWilliams, Dirk Matten, Jeremy Moon and Donald S. Siegel (eds.) <i>The Oxford Handbook of Corporate Social Responsibility</i>, pp. 473-502, Oxford: Oxford University Press. • Dobers, P., & Halme, M. (2009). Corporate social responsibility and developing countries. <i>Corporate Social Responsibility and Environmental Management</i>, 16(5), 237–249. • Sachdeva, A. and Panfil, O. (2008), <i>CSR Perceptions and Activities of Small and Medium Enterprises (SMEs) in</i>

		<i>Seven Geographical Clusters – Survey Report</i> , UNIDO, Vienna.
May 18	Corporate social responsibility in multinational enterprises of Latin America.	<ul style="list-style-type: none"> • Casanova, L., & Dumas, A. (2010). Corporate social responsibility and Latin American multinationals. <i>Universia Business Review</i>, 25(1), 132–145. • Gugler, P., & Shi, J. Y. J. (2009). Corporate social responsibility for developing country multinational corporations: lost war in pertaining global competitiveness? <i>Journal of Business Ethics</i>, 87(1), 3–24. • Husted, B. W., & Allen, D. B. (2006). Corporate Social Responsibility in the Multinational Enterprise: Strategic and Institutional Approaches. <i>Journal of International Business Studies</i>, 37(6), 838–849. • Jamali, D. (2010). The CSR of MNC Subsidiaries in Developing Countries: Global, Local, Substantive or Diluted? <i>Journal of Business Ethics</i>, 93, 181–200.
May 25	Social responsibility in small and medium enterprises of Latin America.	<ul style="list-style-type: none"> • Vives, A. (2006). Social and environmental responsibility in small and medium enterprises in Latin America. <i>Journal of Corporate Citizenship</i>, 21, 39–50. • Luken, R., & Stares, R. (2005). Small business responsibility in developing countries: a threat or an opportunity? <i>Business Strategy and the Environment</i>, 14(1), 38–53. • de Arruda, M. C. C. (2010). Latin America: Ethics and Corporate Social Responsibility in Latin American Small and Medium Sized Enterprises: Challenging Development. In L. Spence & M. Painter-Morland, <i>Ethics in Small and Medium Sized Enterprises</i> (Vol. 2, pp. 65–83). Dordrecht: Springer Netherlands. • Jamali, D., Lund-Thomsen, P., & Jeppesen, S. (2015). SMEs and CSR in Developing Countries. <i>Business & Society</i>. doi:10.1177/0007650315571258.
June 1	Multilateral development institutions and the new role of business in society in Latin America.	<ul style="list-style-type: none"> • Vives, A. (2004) The role of multilateral development institutions in fostering corporate social responsibility, <i>Development</i> 47 (3), 45-52. • Lund-Thomsen, P.; Jamali, D. and Vives, A. (2014) CSR in SMEs: an analysis of donor-financed management tools, <i>Social Responsibility Journal</i> 10 (4), 602-619.
June 8	Socially inclusive business in Latin America.	<ul style="list-style-type: none"> • Prahalad, C., & Hammond, A. (2002). Serving the world's poor, profitably. <i>Harvard Business Review</i>, 80(9), 48–59. • Kolk, A., Rivera-Santos, M., & Rufin, C. (2013). Reviewing a Decade of Research on the “Base/Bottom of the Pyramid” (BOP) Concept. <i>Business & Society</i> 53(3), 338-377. • Asian Development Bank and the Inter-American Development Bank (2013) <i>Working together in pursuit of inclusive business: Sharing the Latin American and Caribbean experience with Asia and the Pacific</i>, Mandaluyong City, Philippines: Asian Development Bank.

June 15	Social enterprises in Latin America.	<ul style="list-style-type: none"> • Berger, G., & Blugerman, L. (2010). Social enterprises and inclusive businesses. In P. Márquez, E. Reficco, & G. Berger, <i>Socially inclusive business: Engaging the poor through market initiatives in Iberoamerica</i> (pp. 83–110). Cambridge, MA: Harvard University David Rockefeller Center for Latin American Studies and Inter-American Development Bank. • Alvord, S. H., Brown, L. D., & Letts, C. W. (2004). Social Entrepreneurship and Societal Transformation. <i>Journal of Applied Behavioral Science</i>, 40(3), 260–282. • Mair, J., & Martí, I. (2006). Social entrepreneurship research: A source of explanation, prediction, and delight. <i>Journal of World Business</i>, 41(1), 36–44. • Seelos, C., & Mair, J. (2005). Social entrepreneurship: Creating new business models to serve the poor. <i>Business Horizons</i>, 48(3), 241–246. • Weerawardena, J., & Sullivan Mort, G. (2006). Investigating social entrepreneurship: A multidimensional model. <i>Journal of World Business</i>, 41, 21–35.
June 22	Private-Public-Partnerships for Development in Latin America.	<ul style="list-style-type: none"> • Kolk, A., van Tulder, R., & Kostwinder, E. (2008). Business and partnerships for development. <i>European Management Journal</i>, 26(4), 262–273. • Reed, A. M., & Reed, D. (2008). Partnerships for Development: Four Models of Business Involvement. <i>Journal of Business Ethics</i>, 90(S1), 3–37. • Samii, R., Van Wassenhove, L. N., & Bhattacharya, S. (2002). An innovative public–private partnership: new approach to development. <i>World Development</i>. 30(6), 991-1008. • Stadtler, L. (2015). Scrutinizing Public–Private Partnerships for Development: Towards a Broad Evaluation Conception. <i>Journal of Business Ethics</i>. http://doi.org/10.1007/s10551-015-2730-1 • Stadtler, L., & Probst, G. (2012). How broker organizations can facilitate public–private partnerships for development. <i>European Management Journal</i>, 30(1), 32–46. • Hodge, G., Greve, C., & Boardman, A. (2010). <i>International Handbook on Public–Private Partnerships</i>, Edward Elgar Publishing.
June 29	Cross sector social interactions in Latin America	<ul style="list-style-type: none"> • Austin, J. E., & Seitanidi, M. M. (2012a). Collaborative Value Creation: A Review of Partnering Between Nonprofits and Businesses: Part I. Value Creation Spectrum and Collaboration Stages. <i>Nonprofit and Voluntary Sector Quarterly</i>, 41(5), 726–758. • Austin, J. E., & Seitanidi, M. M. (2012b). Collaborative Value Creation: A Review of Partnering Between Nonprofits and Businesses. Part 2: Partnership Processes and Outcomes. <i>Nonprofit and Voluntary Sector Quarterly</i>, 41(6), 929–968.

		<ul style="list-style-type: none"> • Seitanidi, M. M., & Crane, A. (2013). <i>Social Partnerships and Responsible Business</i>. Routledge.
July 6	Social innovation in Latin America.	<ul style="list-style-type: none"> • Osburg, T. and Schmidpeter, R. (eds.)(2013). <i>Social Innovation: Solutions for a Sustainable Future</i>. Heidelberg: Springer. • Mulgan, G. (2012) Social innovation theories: Can theory catch up with practice? In Hans-Werner Franz, Josef Hochgerner and Jürgen Howaldt (eds.) <i>Challenge Social innovation: Potential for business, social entrepreneurship, welfare and civil society</i>, pp. 19-42, Heidelberg: Springer. • Rey de Marulanda, N., & Tancredi, F. B. (2010). <i>From social innovation to public policy: Success stories in Latin America and the Caribbean</i>. Santiago de Chile: ECLAC.
July 13	Concluding session	

Recommended literature on business & society

- Carrol, A. and Buchholtz, A.K. (2015) *Business & Society: Ethics, Sustainability, and Stakeholder Management*, Ninth edition, Stamford, CT: Cengage Learning.
- Lawrence, A.T. and Weber, J. (2014) *Business and Society: Stakeholders, Ethics, Public Policy*, Fourteenth Edition, International Edition, Singapore: McGraw Hill Education.
- Lissner, R.N. and Sherman, H. (2014) *Business, Society, and Government Essentials: Strategy and Applied Ethics*, Second Edition, New York: Routledge.

Recommended literature on Latin America

- Lane, K., & Restall, M. (2012). *The Riddle of Latin America*. Wadsworth: Cengage Learning.
- Munck, R. (2012). *Contemporary Latin America* (3rd Edition). Hampshire: Palgrave Macmillan.
- Munck, R. (2015). Whither Latin America? *Latin American Perspectives*, 42(4), 52–54.
- Peadar, K. (2011). *Introduction to Latin America*. London: Sage Publications.
- Visser, W. (Eds.). (2016). *The World Guide to Sustainable Enterprise: The Americas* (Vol. 4). Sheffield: Greenleaf Publishing.
- Visser, W., & Tolhurst, N. (Eds.) (2010). *The World Guide to CSR: A Country-by-Country Analysis of Corporate Sustainability and Responsibility*. Sheffield: Greenleaf Publishing.

Recommended literature on case study research methodology and business research

- Buchanan, D. A., & Bryman, A. (2009). *The SAGE Handbook of Organizational Research Methods*. SAGE Publications.

- Byrne, D., & Ragin, C. C. (2009). *The SAGE Handbook of Case-Based Methods*. London: SAGE Publications.
- Clegg, S. R., Hardy, C., Lawrence, T., & Nord, W. R. (2006). *The SAGE Handbook of Organization Studies*. Los Angeles: SAGE Publications.
- Dul, J., & Hak, T. (2008). *Case Study Methodology in Business Research*. Oxford: Butterworth-Heinemann.
- Eisenhardt, K. M. (1989). Building theories from case study research. *The Academy of Management Review*, 14(4), 532–550.
- Eisenhardt, K. M., & Graebner, M. E. (2007). Theory building from cases: Opportunities and challenges. *Academy of Management Journal*, 50(1), 25–32.
- Farquhar, J. D. (2012). *Case Study Research for Business*. London: SAGE Publications.
- Mills, A. J., Durepos, G., & Wiebe, E. (2009). *Encyclopedia of Case Study Research* (Vol. 1 & 2). London: SAGE Publications.
- Scholz, R. W., & Tietje, O. (2002). *Embedded Case Study Methods: Integrating Quantitative and Qualitative Knowledge*. Thousand Oaks: SAGE Publications.
- Taylor, M. L., & Søndergaard, M. (2016). *Doing Case Study Research for Business and Management Students*. London: SAGE Publications.