



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 2017**

**Social Sciences and Philosophy
Department**

Institute for Economics

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General information

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

Time: Wednesdays 14:15h. – 15:45h.

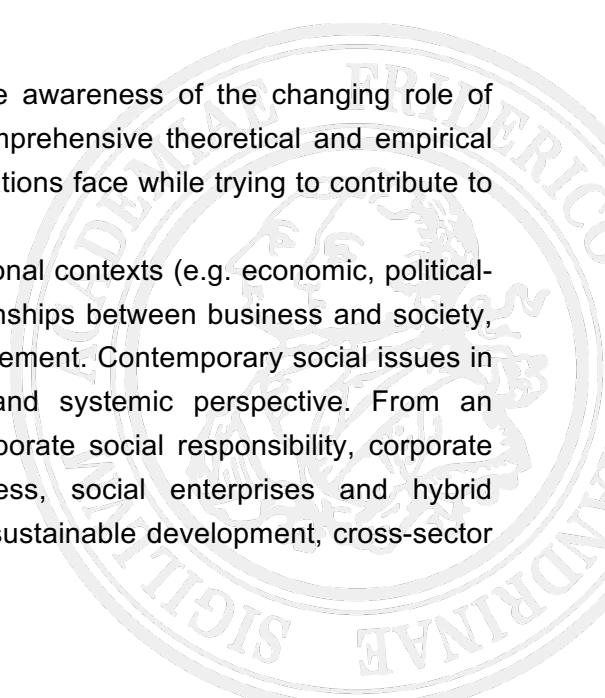
First session: Wednesday, April 26, 2017

Lecturer: Cristian R. Loza Adai,
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Office: 1st. Floor, Room 1.054-1
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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 session (**on Wednesday, April 26, 2017**) 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:

- Student will provide feedback to their colleague's presentations during every session.
- 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 **August 21th, 2017**.

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

| Date | Topic | Presenter |
|----------------|---|---------------------|
| April 26, 2017 | Introduction and organizational issues. | Cristian Loza Aduai |
| May 3, 2017 | Business & Society relationships in Latin America. | Cristian Loza Aduai |
| May 10, 2017 | Philanthropy and social change in Latin America | |
| May 17, 2017 | Doing Business in Latin America. | |
| May 24, 2017 | Corporate social responsibility in developing countries and emergent economies. | |
| May 31, 2017 | Corporate social responsibility in multinational enterprises of Latin America. | |
| June 7, 2017 | Social responsibility in small and medium enterprises of Latin America. | |
| June 14, 2017 | Multilateral development institutions and the new role of business in society in Latin America. | |
| June 21, 2017 | Socially inclusive business in Latin America. | |
| June 28, 2017 | Social enterprises in Latin America. | |
| July 5, 2017 | Private-Public-Partnerships for Development in Latin America. | |
| July 12, 2017 | Cross sector social interactions in Latin America | |
| July 19, 2017 | Social innovation in Latin America. | |
| July 26, 2017 | Concluding session | Cristian Loza Aduai |

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 doing business in Latin America

- Horwitz, B. & Bagley, B.M. (2016) *Latin America and the Caribbean in the Global Context: Why care about the Americas?* London: Routledge.
- Jäger, U.P. & Sathe, V. (Eds.) (2014) *Strategy and Competitiveness in Latin American Markets: The Sustainability Frontier*. Cheltenham: Edward Elgar.
- Robles, F.; Wiese, N. & Torres-Baumgarten, G. (2015) *Business in Emerging Latin America*, New York: Routledge.
- Spillan, J.E.; Virzi, N. & Garita, M. (2014) *Doing Business in Latin America: Challenges and Opportunities*. New York: Routledge.

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.
- Tight, M. (2017) *Understanding Case Study Research: Small scale research with meaning*. Los Angeles: Sage.
- Yin, R.K. (2014) *Case Study Research: Design and Methods*. Fifth Edition. Los Angeles: Sage.