



FRIEDRICH-ALEXANDER  
UNIVERSITÄT  
ERLANGEN-NÜRNBERG

PHILOSOPHISCHE FAKULTÄT  
UND FACHBEREICH THEOLOGIE

**MASTER PROGRAM  
DEVELOPMENT ECONOMICS AND INTERNATIONAL STUDIES**

**Seminar  
Business & Society in Latin America  
Winter Term 2018/2019**

**Social Sciences and Philosophy  
Department**

**Institute for Economics**

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

Kochstraße 4 (17), 91054 Erlangen

Telephone +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: Thursdays 14:15h. – 15:45h.

**First session: Thursday, October 25, 2018**

**Assistance:** Mandatory assistance is required for the successful approval of this seminar

**Lecturer:** Cristian R. Loza Adai,  
Kochstr. 4 (17), 91054 Erlangen, Germany  
Office: 1<sup>st</sup>. Floor, Room 1.054-1  
Office hours for consultation: Fridays 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

Many of the following skills can only be obtained through the active participation of students in class. Therefore, their presence during the seminar sessions is a precondition for a successful skill development process. 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 Thursday, October 25, 2018**) receive a brief description of the different topics available to work on during the semester. The individual selection of the topic takes place during the first week on StudOn and on a rolling basis. Important: Through the selection of a topic for presentation the students confirm their enrollment in the seminar and accept to be enrolled in the corresponding examination.

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 20 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 45 minutes per topic). Every student will be evaluated individually even if they work in a group.

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:

- Students will provide feedback to their colleague's presentations during every session.
- Students will reflect and evaluate the outcome of their 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 applies the includes a theoretical part and a case study part. It is suggested to use the case study research method for the development of the paper. However, the methodology will be discussed with the lecturer based on the research question proposed. The research question proposed should be submitted before December 20, 2018. The seminar paper should have no less than 5000 words and no more than 5500 words (Excluding: Title page, bibliography, graphs and annexes; approx. 15 pages in total). Submission deadline for the seminar paper (in print and digital form) is **February 28, 2019**. 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 for Students of the Master Development Economics and International Studies**

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 (67%). In case a student makes a presentation and does not submit the paper by the first deadline they will have one retake opportunity. The retake of the examination conditions will be explained during the first session of the seminar.

### **Assessment for Students of the Master “The Americas” / “Las Americas”**

Students of the Master “The Americas” should decide during the first week of classes between the different models of participation and confirm their last decision via email to the lecturer.

### **Topics available for discussion in order of presentation:**

1. Comparison of corporate social responsibility and corporate sustainability in developed countries, developing countries and emergent economies.
2. Subsidiaries of multinational companies in Latin American countries and its corporate social responsibility and/or corporate sustainability: managing the global local dilemma.
3. Corporate social responsibility and/or corporate sustainability the internationalization of Multilatinas and Global Latinas.
4. Social responsibility in small and medium enterprises of Latin America.
5. The challenges of informality and business sustainability in Latin America.
6. Multilateral development institutions and their role in reframing business and society relationships in Latin America.
7. Socially inclusive business in Latin America and their contribution to sustainability.
8. Social entrepreneurship and social enterprises in Latin American countries.
9. Characterizing the Benefit corporations in Latin American countries.
10. Understanding the role of Fairtrade business in Latin America.
11. Understanding the dynamics of Private-Public-Partnerships for development in Latin America
12. Understanding the dynamics of Business-NGO collaboration in Latin America.
13. Understanding the dynamics of multi-sector, multi-agent and tripartite partnerships in Latin America.
14. Agents, topics, and drivers of social innovation in Latin America.
15. Buen vivir, Sumak Kawsay and alternative views of development in Latin America.

### 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.

### Proposed topics and detailed schedule

Date	Topic	Presenter
October 25, 2018	Introduction and organizational issues.	Cristian Loza Aduai
November 08, 2018	Business & Society relationships in Latin America.	Cristian Loza Aduai
November 15, 2018	Business & Society relationships in Latin America.	Cristian Loza Aduai
November 22, 2018		Students presentations
November 29, 2018		Students presentations
December 06, 2018		Students presentations
December 13, 2018		Students presentations
December 20, 2018		Students presentations
January 10, 2019		Students presentations
January 17, 2019		Students presentations
January 24, 2019		Students presentations
January 31, 2019		Students presentations
February 7, 2018	Concluding session	Cristian Loza Aduai