



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 2020/2021**

**Social Sciences and Philosophy  
Department**

**Institute for Economics**

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**General Information**

Modality: Online via Zoom

Materials: On StudOn: <https://www.studon.fau.de/crs3292782.html>

Time: Thursdays 15:15h. – 16:45h.

**First session: Thursday, November 12, 2020**

**Assistance:** Mandatory participation in the online sessions is required for the successful approval of this seminar

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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 the relationships between business and society critically, considering alternative approaches to management. Contemporary social issues in management will be discussed from 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 the 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 analyze the changes in the role of business in Latin American societies taking into 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 explains 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 analyze scientific literature related to an issue considered relevant for a better understanding of the business and society relationships in Latin America.
- Students produce a case study that exemplifies a particular issue related to business and society relationships in Latin America.

#### *Personal skills*

- Students evaluate their strengths and weaknesses in relation to their presentation and communication skills.
- Students evaluate their strengths and weaknesses in relation to their organizational skills.
- Students reflect upon their behavior 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 the classroom.

- Students give fellow students constructive feedback on their presentations.

### Course design and assignments

During the first online session (**on Thursday, November 12, 2020**), students 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 via StudOn.

Important: By selecting a topic for a presentation, students confirm their enrollment in this seminar and accept to be registered 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 an 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 of including other topics related to the content of the seminar. In that case, students should bring to the first session a clear topic statement and a few literature references to be used for evaluation and decision making.

During the online sessions in the first weeks, the lecturer will make some introductory theoretical presentations and provide advice on presentation skills and research strategies. When presentation sessions for students initiate, the lecturer will make a small introductory presentation; afterward, students make their presentations. 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 individually evaluated, even if working groups are built.

Based on a 360 degrees' approach to skills development, students will be actively involved in the development and evaluation of presentation skills. For that reason:

- Students will provide feedback to their colleague's presentations after every session.
- Students will reflect and evaluate the outcome of their presentation using a self-assessment instrument.
- Besides, 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 17, 2020. 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). The deadline for submission of papers (in print and digital form) is **March 04, 2021**. Further guidance for writing the seminar paper and preparing presentations will be provided during the first sessions and 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 e-mail to the lecturer.

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

1. A comparison of corporate social responsibility and corporate sustainability in developed countries, developing countries, and emergent economies.
2. Managing the global-local dilemma: The subsidiaries of European multinational companies in Latin American countries and their corporate social responsibility and corporate sustainability.
3. Corporate social responsibility and corporate sustainability the internationalization of Multilatinas and Global Latinas.
4. The social responsibility and sustainability of Latin American small and medium enterprises.
5. The challenges of informality, the shadow economy, 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.
16. Bioeconomy 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.