



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

PHILOSOPHISCHE FAKULTÄT
UND FACHBEREICH THEOLOGIE

Institute of Economics and Business

Prof. Dr. Matthias Fifka, Chair for
Strategic and Values Oriented
Management

Kochstr. 4 (17), 91054 Erlangen
Tel.: +49 (0)9131/85-22376

Master Program Development Economics and International Studies

Business and Society in Africa and Latin America

Summer Semester 2023

CONTACT

Lecturer: Milena Störmer
Kochstraße 4 (17), 91054 Erlangen, Germany
Office: 1st Floor, Room 1.054.1
Office hours: Appointment via e-mail
T +49 9131 85-23027 | milena.m.stoermer@fau.de

COURSE DESCRIPTION

The world order is changing and multi-national corporations (MNCs) are taking on new responsibilities, whether that is on a voluntary or regulatory basis. Next to its economic responsibilities, MNCs are progressively engaging in social, ecological, and political responsibilities. Grand challenges such as the global pandemic, physical and economic insecurities, and fragile democracies need immediate action as stakeholder pressure and the call to fill governance gaps is drastically increasing. Today, corporations have more responsibilities than ever before.

This seminar is designed to discuss the changing role of business in today's world, particularly focusing on the African and Latin American regions. The aim is to provide a comprehensive theoretical as well as empirical foundation to assess grand challenges that societies and organizations face. Sustainable business development will play a central role in understanding how MNCs can contribute to today's societal and grand challenges.

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 challenges in management will be discussed from an organizational and systemic perspective:

- Organizational perspectives: (e.g.) corporate social responsibility (CSR), corporate citizenship (CC), stakeholder management, inclusive business, social enterprises/ entrepreneurship, and hybrid organizations.
- Systemic perspectives: (e.g.) sustainable development, cross-sector interactions, and social innovation.

VENUE AND TIME

Block 1: Thursday, April 20th, 2023, 13:00 – 18:00 in room 01.055
 Friday, April 21st, 2023, 09:00 – 14:00 in room 01.055

Block 2: Thursday, June 1st, 2023 13:00 – 18:00 in room 01.055
 Friday, June 2nd, 2023 09:00 – 14:00 in room 01.055

COURSE DESIGN AND ASSIGNMENTS

In the first seminar block (Block 1), students will choose their seminar topic. The lecturer will provide a list of potential topics one week before the seminar begins. The selection process will take place via StudOn during Block 1. Each topic will be explored by applying a case study methodology. Students are expected to do an extensive literature review on the selected topic in their seminar paper. If students are interested in topics that are not on the list, it is possible to discuss other related topics. In that case, students should bring a clear topic proposal and literature references to the first block seminar. **Important:** By selecting a seminar topic, students confirm their enrollment in this seminar.

In Block 1, the lecture will provide a theoretical foundation, methodological approaches and workshop sessions in order to be prepared for the seminar presentation and paper. Moreover, students will have the opportunity to learn some presentation skills and techniques. Also, the lecturer will provide a brief introduction to academic research and writing in order to be fully prepared for the writing process of their seminar paper.

In Block 2, the final student presentations will take place. Each presentation will take no longer than **25 minutes**, which will include (1) a theoretical part (approx. 10 minutes), and (2) a case study part (approx. 15 minutes), so that ample time is left for questions and discussion afterwards.

Based on a 360 degrees approach to skills development, students will be actively involved in the development and evaluation of presentation skills. This means that each student will provide each presenter with extensive feedback which will be given through an evaluation form provided by the lecturer. With the input received during the presentation and with the results of the in-class case discussion, students will be able to prepare their seminar paper.

In order to be on track, students will submit an **exposé** by **May 17th, 2023**. In block 1, the lecturer will provide all necessary information of the required exposé, i.e. the outline, content and requirements needed.

The seminar paper will be based on your topic and the feedback you acquired during the presentation. The paper should have no less than 5.000 words and no more than 5.500 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 August 10th, 2023**. Further guidance for writing the seminar paper and preparing presentations will be provided during Block 1 and on StudOn.

REGISTRATION AND ACCESS TO MATERIAL

To access the seminar material available to you on StudOn, it is first necessary to register on campo for the seminar Business and Society in Africa and Latin America. **Registration is open from April 1st until April 24th, 2023**. For the registration, follow this link: <https://www.campo.fau.de/>

Once you are registered on campo, you will be able to **access the course material on StudOn**:

https://www.studon.fau.de/studon/goto.php?target=crs_4943249

To access the course material in the StudOn folder, use the following login details:

Password: **B&S_2023**

REQUIREMENTS

Students should have basic knowledge of economics and business administration.

EXAMINATION AND GRADE SCHEME

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%). If a student presents and does not submit a paper by the agreed deadline, the student will have one retake opportunity. The examination conditions for a retake will be explained during Block 1.

SEMINAR TOPICS:

The topics will be announced latest by mid-April 2023.

IMPORTANT LINKS

Homepage of the Institute of Economics: <http://www.economics.phil.uni-erlangen.de>

Library of the Friedrich-Alexander University Erlangen-Nürnberg (FAU):
www.ub.uni-erlangen.de

RECOMMENDED LITERATURE ON BUSINESS AND SOCIETY:

Carroll, 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.