



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

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Master Program Development Economics and International Studies

## Business and Society in Latin America Summer Semester 2024

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### CONTACT

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### 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 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), business and human rights, business for peace stakeholder management, inclusive business, and social enterprises/ entrepreneurship.
- Systemic perspectives: (e.g.) sustainable development, cross-sector interactions, and social innovation.

## VENUE AND TIME

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|------------------------|--------------|--------------|
| • Thursday, 18.04.2024 | 9:00 – 16:00 | Room: 01.055 |
| • Thursday, 02.05.2024 | 9:00 – 15:00 | Room: 01.055 |
| • Thursday, 20.06.2024 | 9:00 – 16:00 | Room: 01.055 |

## COURSE DESIGN AND ASSIGNMENTS

The seminar will be held on three days. Day 1 will provide the students with an overview, i.e., the requirements of the course, a theoretical foundation on the topic of Business in Society, methodological approaches and a workshop session. On day 2, students will present their selected research paper. Each presentation will be a max. of 25 minutes, followed by a 15-minute class discussion on the topic. If time allows, we will do another workshop session. On day 3, students will present their research proposal which will lay the foundation for their seminar paper.

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.

The seminar paper will be based on the topic and feedback acquired during the presentation on day 3. 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 digital form) is **August 4<sup>th</sup>, 2024**.

## **REGISTRATION AND ACCESS TO MATERIAL**

Registration for the StudOn course will be available from **March 28<sup>th</sup>, 2024** until **April 17<sup>th</sup>, 2024** via the following link:

<https://www.studon.fau.de/campo/course/416579>

**Password:** B&S\_2024

## **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 on the research proposal (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 on day 1.

## **SEMINAR TOPICS:**

The topics will be announced latest by mid-April 2024.

## **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](http://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.