



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

PHILOSOPHISCHE FAKULTÄT
UND FACHBEREICH THEOLOGIE

Institute of Economics and Business

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Strategic and Values Oriented
Management

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Master Program Development Economics and International Studies

Business and Society in Latin America Summer Semester 2025

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.

VENUE AND TIME

- Wednesday, 07.05.2025 9:00 – 16:00 Room 1.055
- Friday, 16.05.2025 9:00 – 16:00 Room 1.055
- Friday, 13.06.2025 9:00 – 15:00 Room 1.055

COURSE DESIGN AND ASSIGNMENTS

The seminar will be held on three days. Session 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. Students will also be grouped and assigned a research paper. This paper will be presented in groups in session 2. 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. In Session 3, students will present their own topic of choice 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 10th, 2025**.

Students will be assessed for their final presentation on day 3 as well as for their written seminar assignment.

- Presentation: 40%
- Written Assignment: 60%

The presentation should not exceed 30 minutes and contains a maximum of 20 slides. The presentations will take place in **Session 3**. The seminar paper should follow the DEIS Guidelines (*Guidelines for Seminar Papers and Final Papers*) which is provided on the Institute Homepage or in the DEIS Information StudOn folder. Submission deadline for the seminar paper is **August 10th, 2025**.

Students are encouraged to search for suitable literature themselves, as this is an important part of scientific work. The starting point can be that of the textbooks and papers recommended below. However, sources beyond these are expected.

REGISTRATION AND ACCESS TO MATERIAL

Registration for the StudOn course will be available from **March 17th, 2025** until **April 28th, 2025** via the following link:

https://www.studon.fau.de/studon/goto.php?target=crs_6214950

Password: B&S_2025

REQUIREMENTS

Students should have basic knowledge of economics and business administration.

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.

RELEVANT 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