



FRIEDRICH-ALEXANDER  
UNIVERSITÄT  
ERLANGEN-NÜRNBERG

PHILOSOPHISCHE FAKULTÄT  
UND FACHBEREICH THEOLOGIE

**MASTER PROGRAM  
DEVELOPMENT ECONOMICS AND INTERNATIONAL STUDIES**

**Seminar  
Business Legitimacy in Latin America  
Winter Term 2019/2020**

**Social Sciences and Philosophy  
Department**

**Institute for Economics**

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**General Information**

Venue: Room 01.055, Kochstr. 4 (17), 91054 Erlangen, Germany

Time: Thursdays 15:15h. – 16:45h.

**First session: Thursday, October 17<sup>th</sup>, 2019**

**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 1.031

Office hours for consultation: Fridays from 13:30h. - 14:30h. Please make an appointment in advance via E-Mail: [cristian.loza.adaui@fau.de](mailto:cristian.loza.adaui@fau.de)

**Syllabus outline**

This seminar is designed to discuss and to broaden the knowledge on business legitimacy in Latin American societies, and to provide comprehensive theoretical and empirical knowledge to assess the different legitimacy challenges that business organizations face while trying to contribute to sustainable development in Latin American countries.

Students will examine business actions in different institutional contexts (e.g. Peru, Chile, Argentina, etc.) and address critically the relationships between business and society, taking into consideration the rationality of legitimacy and the types of legitimacy as well as the instruments used to proof legitimacy of business activities in Latin American countries. Thus, alternative approaches to management and contemporary social issues in management will be discussed. Especial attention will be given to the concepts of corporate social responsibility, sustainability reporting, corporate citizenship and stakeholder management.

### **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 and is mandatory. Students participating successfully in this seminar will develop the following skills:

#### *Subject-specific skills*

- Students analyze the challenges of gaining business legitimacy in Latin American societies taking in consideration multiple institutional contexts (e.g. Peru, Chile, Argentina, etc.).
- Students reflect and evaluate the different theoretical approaches about business legitimacy in Latin America.
- Students develop and produce a content analysis tool that helps to inquire a particular issue of the business legitimacy in Latin America.

#### *Methodological skills*

- Students answer independently a research question regarding a particular issue related to the business legitimacy discussion applied to companies operating in Latin America.
- Students plan, carry out research, evaluate and analyze scientific literature related to an issue considered relevant for the better understanding of the business legitimacy of companies operating in Latin America.
- Students produce a content analysis of corporate reporting practices that exemplifies a particular issue related to the business legitimacy discussion applied to companies operating in a Latin American country.

#### *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 business legitimacy discussion applied to companies operating 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 17<sup>th</sup>, 2019**) receive a brief description of the methodology of the seminar and the different topics available to work on during the semester. The individual selection of the topic takes place during the first week on StudOn. Each topic should be explored in the context of a specific real institutional framework. 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 40 minutes including: (1) a theoretical part that should not be longer than 15 minutes, and (2) the presentation of the content analysis that should not be longer than 15 minutes, so that ample time is left for questions and discussion (a maximum of 40 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 discussion, students prepare their seminar paper. Methodology will be discussed with the lecturer based on the research question proposed. 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

The final grade of the seminar consists of a presentation (40min., 33%) and a seminar paper. The seminar paper should approximately have 15 pages words (Excluding: Title page, bibliography, exhibits and annexes) (67% of the total grade). Submission deadline for the seminar paper is **March 5<sup>th</sup>, 2020**.

### 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 business legitimacy

- Deegan, C. M. (2019). Legitimacy theory. *Accounting, Auditing & Accountability Journal*.
- Rendtorff, J. D. (2019). The Concept of Business Legitimacy: Corporate Social Responsibility, Corporate Citizenship, Corporate Governance as Essential Elements of Ethical Business Legitimacy. In *Responsibility and Governance* (pp. 45-60). Springer, Singapore.
- Suchman, M. C. (1995). Managing legitimacy: Strategic and institutional approaches. *Academy of management review*, 20(3), 571-610.

### Recommended literature on Latin America

- Lane, K., & Restall, M. (2012). *The Riddle of Latin America*. Wadsworth: Cengage Learning.
- Munck, R. (2012). *Contemporary Latin America* (3<sup>rd</sup> 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 content analysis, the 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.
- Krippendorff, K. (2018). *Content analysis: An introduction to its methodology*. Sage publications.
- Krippendorff, K. (2009). *The content analysis reader*. Sage.
- Krippendorff, K. (2004). Reliability in content analysis. *Human communication research*, 30(3), 411-433.
- Mills, A. J., Durepos, G., & Wiebe, E. (2009). *Encyclopedia of Case Study Research* (Vol. 1 & 2). London: 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.

**Detailed schedule**

<b>Date</b>	<b>Topic</b>	<b>Presenter</b>
October 17, 2019	Introduction and organizational issues.	Cristian Loza Adai
October 24, 2019	Business Legitimacy.	Cristian Loza Adai
October 31, 2019	Business Legitimacy and Corporate Social Responsibility Reporting.	Cristian Loza Adai
November 7, 2019	Introduction to Business Analysis in Latin America.	Cristian Loza Adai
November 14, 2019	Content analysis of Corporate Reporting Practices	Cristian Loza Adai
November 21, 2019	Content analysis of Corporate Reporting Practices	Cristian Loza Adai
November 28, 2019	No class	
December 5, 2019	Students presentations	
December 12, 2019	Students presentations	
December 19, 2019	Students presentations	
January 9, 2020	Students presentations	
January 16, 2020	Students presentations	
January 23, 2020	Students presentations	
January 30, 2020	Students presentations	
February 6, 2020	Concluding session	Cristian Loza Adai