General Information
Venue: Room 01.055, Kochstr. 4 (17), 91054 Erlangen, Germany
Time: Thursdays 15:15h. – 16:45h.
First session: Thursday, October 17th, 2019

Assistance: Mandatory assistance is required for the successful approval of this seminar

Lecturer: Cristian R. Loza Adaui,
Kochstr. 4 (17), 91054 Erlangen, Germany
Office: 1st. 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.adauli@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. Special 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 17th, 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 5th, 2020.
Recommended literature on business & society

Recommended literature on business legitimacy

Recommended literature on Latin America

Recommended literature on doing business in Latin America

**Recommended literature on content analysis, the case study research methodology and business research**

## Detailed schedule

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