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MÜNCHEN

MUNICH INTERNATIONAL
SUMMER UNIVERSITY



MUNICH **MISU** ^{LMU}
INTERNATIONAL SUMMER
UNIVERSITY

International Management and Communications (IM)

by

Institute for Market-based Management

Munich, Germany
August 5 -23, 2024
www.im-misu.de



Munich 2024

Sessions: August 5 -23, 2024
Session will take place at: tba

Patronage



Prof. Dr. Manfred Schwaiger

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Lecturer



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Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	2:00 p.m.-3:30 p.m.
Mon, 05.08.2024	Program Introduction Introduction Part 1: Management Communications Agenda and Objectives	Lecture Reputation Management Introduction of Corporate Reputation as a central intangible asset that leads to competitive advantage. Additionally, it deems the most critical part of any corporate communications function.	3:00 p.m.: Sightseeing trip by bus
Tue, 06.08.2024	Tutorial Reputation Management	Lecture Corporate Social Responsibility This session deals with why firms invest in CSR activities. Corporate morality pays because some activities will translate into financial return, create legitimacy and are a visible signal to stakeholders.	Tutorial Corporate Social Responsibility Case Study: From Sweatshops to Sustainability - Wal-Mart's Journey in Bangladesh
Wed, 07.08.2024	Tutorial Corporate Social Responsibility Case Study: Coca-Cola	Group Work: Preparation of Student Presentations	
Thu, 08.08.2024	Introduction Crisis Management Student Presentations	Lecture Crisis Management How can an organization be prepared for crisis events and how should it respond to such a situation?	Tutorial Crisis Management Case Study: BP's Crisis Communication
Fri, 09.08.2024	Case Study Discussion Crisis Management Case Studies: The Toyota Recall Crisis and the VW 'dieselgate'	Lecture Negotiation Theory Introduction and overview of negotiation analysis and the foundation of cooperative agreements	

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Mon, 12.08.2024	Negotiation Workshop Roleplay (Preparation) Case Studies: Les Florets and Solar Power	Negotiation Workshop Roleplay Case Studies: Les Florets and Solar Power	
Tue, 13.08.2024	Exam Part 1	Introduction Part 2: International Management Agenda and Objectives	
Wed, 14.08.2024	Why companies go global? (1/2) We will use this session to explain economic motives for going abroad and investigate underlying reasons.	Why companies go global? (2/2) We will use this session to explain economic motives for going abroad and investigate underlying reasons.	The Political, Economic, and Legal Environment Changing Political and Economic Systems influencing International Business. How can MNEs benefit from globalization? What are potential frameworks to identify risks and chances?
Thu, 15.08.2024	Public holiday – No class		
Fri, 16.08.2024	International Division of Labor This session will first explain strategic goals of internationalization. Subsequently, different forms of international network production are introduced and discussed.	Case Study 1 – Group Work Preparation	
Sun, 18.08.2024	8:00 a.m. Day trip to castle Neuschwanstein		

Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	2:00 p.m.-3:30 p.m.
Mon, 19.08.2024	<p>Cross Cultural Management</p> <p>By explaining the nature of culture, this chapter shows the importance of national culture in international business. Based on the studies by Hofstede and Gesteland, we discuss how to analyze national cultures.</p>	<p>Case Study 1 – Group Discussion</p>	
Tue, 20.08.2024	<p>Standardization versus Differentiation: An Ongoing debate</p> <p>Success in world competition requires efficiency in production, distribution, marketing and management. Inevitably, it also comes down to pricing.</p>	<p>Preparation of Student Presentations</p>	
Wed, 21.08.2024	<p>Student Presentations (1/2)</p>	<p>Student Presentations (2/2)</p>	
Thu, 22.08.2024	<p>Corporate Aspects of International Management</p> <p>Introduction of different organizational designs and leaderships skills</p>	<p>Wrap-Up/ Q&A LMU Research Insights</p>	
Fri, 23.08.2024	<p>Exam Part 2</p>		

Note that the agenda is preliminary and may be subject to change.