International Management and Communications (IM)

by

Institute for Market-based Management

Munich, Germany
August 2 – 26, 2027
www.im-misu.de





Tentative Schedule

Munich 2027

Sessions:

Online | August 2 – 13, 2027

In-class | August 16 – 26, 2027

Patronage



Prof. Dr. Manfred Schwaiger

Dean of Studies of LMU Munich
School of Management
Head of Institute for Market-based Management

Lecturers



Jonas Müller-Faßbender

Research Assistant and Doctoral Candidate
Institute for Market-based Management



Sophia Niedermaier

Research Assistant and Doctoral Candidate
Institute for Market-based Management

Week 1: Management Communications

Online | August 2 – 6, 2027

Date	9:00 – 10:30 a.m.	10:45 a.m. – 12:15 p.m.
Monday 02.08.2027	**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.
Tuesday 03.08.2027	**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.	**Group Work: Preparation of Student Presentations**
Wednesday 04.08.2027	**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?
Thursday 05.08.2027	**Lecture Negotiation Theory** Introduction and overview of negotiation analysis and the foundation of cooperative agreements	
Friday 06.08.2027	*No lectures or tutorials*	

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

Week 2: International Management

Online | August 9 – 13, 2027

Date	9:00 – 10:30 a.m.	10:45 a.m. – 12:15 p.m.
Monday 09.08.2027	**Introduction to International Management: Agenda and Objectives** Course organization, exam and presentation topics, and an overview of the key questions of international management.	**Why Companies Go International? (1/2)** We will use this session to explain economic motives for going abroad and investigate underlying reasons.
Tuesday 10.08.2027	**Why Companies Go International? (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?
Wednesday 11.08.2027	**International Division of Labor** This session will first explain strategic goals of internationalization. Subsequently, different forms of international network production are introduced and discussed.	**Standardization versus Differentiation: An Ongoing Debate** Success in world competition requires efficiency in production, distribution, marketing and management. Inevitably, it also comes down to pricing.
Thursday 12.08.2027	**Corporate Aspects of International Management** Introduction of different organizational designs and leadership skills.	**Preparation of Student Presentations** Assignment of presentation topics and first group work.
Friday 13.08.2027	*No lectures or tutorials*	

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Week 3: Management Communications

In-class | August 16 – 20, 2027

Date	9:00 – 10:30 a.m.	10:45 a.m. – 12:15 p.m.
Monday 16.08.2027	**Welcome On-Site**	**Tutorial Reputation Management** **2:00 p.m.:** **City Tour by bus**
Tuesday 17.08.2027	**Tutorial Corporate Social Responsibility** Case Study: From Sweatshops to Sustainability - Wal-Mart's Journey in Bangladesh	**Tutorial Corporate Social Responsibility** Case Study: Coca-Cola
Wednesday 18.08.2027	**Tutorial Crisis Management** Case Study: BP's Crisis Communication	**Case Study Discussion Crisis Management** Case Studies: The Toyota Recall Crisis and the VW 'dieselgate' **2:00 p.m. – 3:00 p.m.:** **Joint Get Together with Sophia & Jonas**
Thursday 19.08.2027	**Negotiation Workshop Roleplay (Preparation)** Case Studies: Les Florets and Solar Power	**Negotiation Workshop Roleplay** Case Studies: Les Florets and Solar Power
Friday 20.08.2027	**Exam Part 1 (09:00 – 10:00 a.m.)**	
Saturday 21.08.2027		
Sunday 22.08.2027	**8:00 a.m. Excursion Castle Neuschwanstein (Day Trip)**	

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Week 4: International Management

In class | August 23 – 26, 2027

Date	9:00 – 10:30 a.m.	10:45 a.m. – 12:15 p.m.
Monday 23.08.2027	**Cross Cultural Management** 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.	**Cross-Cultural Cases** Group Work Preparation & Preparation of Student Presentations.
Tuesday 24.08.2027	**Student Presentations (1/2)** Teams apply concepts from the lectures to a current or historical business case.	**Student Presentations (2/2)**
Wednesday 25.08.2027	**Cross-Cultural Cases** Group Discussion	**Wrap-Up/ Q&A LMU Research Insights** Review of the key concepts and open questions ahead of the exam.
Thursday 26.08.2027	**Exam Part 2 (9:00 – 10:00 a.m.)**	
Friday 27.08.2027	*Departure*	

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