LMU LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

MUNICH INTERNATIONAL SUMMER UNIVERSITY

MUNICH MISU LMU INTERNATIONAL SUMMER UNIVERSITY

Summer School
-
International Management and Communications

August 2 - 26, 2027

www.im-misu.de







Objectives

The Munich School of Management at LMU - one of the leading universities for Business Administration in Europe - offers a unique summer program for students from around the world. The course takes place in the heart of Munich and addresses relevant topics of corporate communications as well as international management.



The goals of the course are:

- Understanding of the basics of international business and of the challenges confronting international and intercultural management
- Learning how to analyze business cases and how to apply theoretical concepts to real-world situations
- Improve understanding of management communications, both on a corporate as well as on an individual level
- Learn how companies use communications to implement strategy and achieve competitive advantage
- Develop a broad array of negotiation skills experimentally
- Explore the major concepts and theories of bargaining and negotiation

Teaching concept

At Institute for Marked-based Management ”Doing the right things“ and "Doing things right” are the secrets of successful management. This often means choosing from a multitude of possibilities with consequences only observable in the future. We offer the know-how for solving managerial decision problems in the area of market-based management by imparting specific knowledge (e.g., theories on consumer behavior, communication theory, decision theory) as well as by teaching how to apply quantitative methods and interpret the results.

Content

The **first part** of this course seeks to improve your understanding of management communications, both on a corporate as well as on an individual level. As far as the corporate level is concerned, students may learn how companies use communications to implement strategy and achieve competitive advantage. To reach these goals, we will examine several cases, readings, and/or films that will help students to understand how corporate communications relate to general management in a firm.

Communications on an individual level is designed to teach students the theory and processes of negotiation as it is practiced in a variety of settings. The course will cover a broad spectrum of negotiation problems that are faced by managers. It will allow the participants to develop a broad array of negotiation skills experimentally. Considerable emphasis will be placed on simulations, role-playing and cases in this section as well. It offers a practical psychological exploration of the major concepts and theories of bargaining and negotiation.

The **second part** of our summer program "Management Practices and Corporate Communications in a Global Environment" addresses essential questions in international business and management. Relevant theories of the multinational enterprise, of competition, organization, marketing, strategy, and governance are applied to the specific challenges of organizing and managing cross-border and cross-cultural business activities. Problems are introduced by way of real-world business cases.

Course Outline

The lectures cover the following modules:

- Introduction and Overview of Corporate Communications & International Management
- Why Companies Go International
- The Political, Economic, and Legal Environment
- International Division of Labor
- Standardization vs. Differentiation
- Cross Cultural Management
- Reputation Management
- Corporate Social Responsibility
- Crisis Management
- Introduction and Overview Negotiation Analysis
- Negotiation Styles

Please see our website for a detailed course schedule:
https://www.im-misu.de/en/content/im_general

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

Lectures



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

Course Requirements

Target group

- We offer this program for Bachelor students from all faculties and young professionals with an interest in company analysis and valuation.
- Prerequisites for participation are a basic knowledge of business administrations and a good command of written and spoken English.
- Lectures, presentations and examinations will be held in English. Even though we do not require students to submit language test results, we urge students with poor language skills to abstain from applying. Knowledge of German is not a prerequisite.

Literature

- Eberl, M., & Schwaiger, M. (2005). Corporate reputation: Disentangling the effects on financial performance. *European Journal of Marketing, 39*(7/8), 838–854.
- Gesteland, R. R. (1999). *Cross-cultural business behaviour* (2nd ed.). Copenhagen Business School Press.
- Hofstede, G. (2005). *Culture and organisations: Software of the mind*. McGraw-Hill.
- Levitt, T. (1983). The globalization of markets. *Harvard Business Review, 61*(3), 92–102.
- Morschett, D., Schramm-Klein, H., & Zentes, J. (2015). *Strategic international management* (3rd ed.). Wiesbaden: Springer Gabler.
- Raithel, S., & Schwaiger, M. (2015). The effects of corporate reputation perceptions of the general public on shareholder value. *Strategic Management Journal, 36*(6), 945–956.

Credits

The Academic Board of the LMU Munich defines the requirements and contact hours* for successful completion of the courses as follows:

- Regular attendance (6 lessons max. absence)
- Preparation for and active participation in seminars
- Attendance and contribution to lectures
- Participation in and contribution to class excursions
- Self-study and homework assignments
- Written assignments
- Presentations

Contact Hours*: 60 contact/class hours* worth up to 6 ECTS credits

* One contact/class hour comprises 45 minutes.

Credit Transfer

Most international colleges and universities accept credits from the MISU LMU. However, each institution has its own policy regarding credit acceptance from other institutions. We strongly recommend that students consult their academic adviser and/or professor to receive credit transfer approval before applying to the MISU Summer Academy. Students who would like to transfer credits to their home universities should print out all documents contact the professor or study abroad adviser and ask for credit and grade approval.

European Credit Transfer system (ECTS) and ECTS Credits

The ECTS was developed to provide common procedures that may guarantee academic recognition for studies abroad. ECTS credits are based on the workload students need to achieve expected learning outcomes. The ECTS (European Credit Transfer and Accumulation System) is a standard for comparing the academic level and performance of students in Higher Education across the European Union.

Students will be awarded 1 ECTS credit for 30 hours of work, including attending classes, self-study, examinations and essays. The following chart provides grading information:

Grading

Grading Scale

Grades are defined by the Academic Board according to the general grading system of the LMU. Please note that extra credit is not available for this course.

- 1,00 – 1,50 = very good (sehr gut)
- 1,51 – 2,50 = good (gut)
- 2,51 – 3,50 = satisfactory (befriedigend)
- 3,51 – 4,00 = sufficient (ausreichend)
- 4,00 deficient (mangelhaft)

- Passing grades are 1,00 to 4,00.

LMU Grade	Description	Grade ECTS	US	US	Percentage
1.0	excellent	A	A+	4,0	100 – 97
1.0	very good	A	A	3,9	96 – 93
1,3	very good	A	A-	3,7	92 – 90
1.7	good	B	B+	3,5	89 – 87
2.0		B	B	3,3	86 – 83
2.3		B	B-	3,0	82 – 80
2.7	satisfactory	C	C+	2,7	79 – 77
3.0		C	C	2,3	76 – 73
3.3		D	C-	2,0	72 – 70
3.7	sufficient	E	D+	1,3	69 – 67
4.0		E	D	1,0	66 – 60
> 4.0	insufficient	F	E	0,0	59 – 0
NG	not graded	F		0,0	0

Grading Procedure

There are three grading sections in this course:

65% = Written Exam

25% = Oral presentation, homework assignments

10% = Active participation in class and soft skills

Transcripts

Every student will receive an official transcript after the successful completion of all program requirements. The transcript will show the course name and contact hours, the number of acquired credits as well as the achieved grades.

Fees & Payment

Early bird registration fee:	€ 150.00 (until March 1, 2027)
Regular registration fee:	€ 300.00 (until May 1, 2027)
Tuition:	€ 950.00
Housing fee:	€ 475.00 (shared double room)

The complete payment includes the following:

- Academic program (60 contact hours online and in-class, 6 ECTS credits)
- Course reading materials
- Excursions: City Tour Munich, Castle Neuschwanstein
- Student residence (shared double room, August 15 – 27, 2027)
- Mensa and cafeteria access
- Internet access at the accommodation (WiFi)
- Internet access at the university (WiFi)
- Tutors and emergency contact

Deadlines for payment

- **Early bird registration fee and tuition payment deadline:** immediately after receiving the e-mail with the admission letter (PDF), March 10, 2027, at the very latest.
- **Regular registration fee and tuition payment deadline:** immediately after receiving the e-mail with the admission letter (PDF).

Cancellation*

Cancellation before the registration deadline:

- The registration fee will not be refunded.
  All other deposits will be fully refunded.

Cancellation after the registration deadline:

- The registration fee will not be refunded.
  If accommodation was booked, the rent will not be refunded or have to be paid.

Cancellation 6 weeks before commencement of the course:

- The registration fee will not be refunded.
  If accommodation was booked, the deposit for the rent will not be refunded and 50% of the tuition will not be refunded.

Cancellation 3 days before commencement of the course:

- The registration fee will not be refunded.
  If accommodation was booked, the deposit for the rent will not be refunded and 80% of the tuition will not be refunded.
- Once the course has started, no refund will be granted.

Cancellation by MISU

- All tuition and fees will be refunded.

* All bank charges are excluded from repayment.

Accommodation

Arrival

- August 15, 2027

Departure

- August 27, 2027

Student Residence

The participants will reside in the student residence "Wichernhaus" at Mathildenstraße 4, 80336 Munich. The student housing facility is directly in the city center and is only a few subway stops away from the classroom.

About the rooms:

- Students will be accommodated in shared double room with own bathroom
- The rooms are equipped with bedding (sheets and blankets).
- The communal kitchen of the house is at your disposal. There you can prepare your own meals.
- Towels will **not** be provided. We ask you to acquire this items according to your own personal needs.
- During their stay, each student is responsible to clean their room by themselves.
- The entire house is supplied with free WiFi with 250 Mbit/s, so that sufficient bandwidth is available.
- no air condition
- Please note that student residences are geared towards student needs and financial means. As such do not expect facilities to meet claims on luxury comfort.

Board

During your stay, you will be responsible to provide your own meals. You should count on spending approximately 15,00 € per day on food. During the week lunch can be purchased at one of the university's canteens for 8,00 - 12,00 €.

Registration

The selection of participants will be done continuously. The registration takes place on the 'first come, first serve'- principle, given that the application meets the requirements of the program.

The application is based on a first come first served basis. The number of students from one university is limited to 4 to ensure an international character of the program.

The online registration starts on the November 1, 2026.

http://www.im-misu.de/en/content/im_registration

Application materials for the IM program:

- Curriculum vitae (CV): you may use the Euro Pass format if you do not have your own form: http://europass.cedefop.europa.eu
- Statement of motivation: Applicants should write a short statement of no more than one typed page in English as to why they wish to take part in the summer program.

Deadlines for the registration:

- **Early bird application deadline:** March 1, 2027
- **Regular application deadline**: May 1, 2027

Contact

Academic Contact

Mr Jonas Müller-Faßbender

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Administration / Application Contact

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