



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

MUNICH INTERNATIONAL
SUMMER UNIVERSITY



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

MANAGEMENT PRACTICES AND CORPORATE COMMUNICATIONS IN A GLOBAL ENVIRONMENT

AUGUST 3 - 21, 2020

The program addresses essential questions in international business and management. Relevant theories in the field are applied to the specific challenges of organizing and managing cross-border and cross-cultural business activities. It seeks to improve understanding of management communications, both on a corporate as well as on an individual level. It helps to learn how companies use communications to implement strategy and achieve competitive advantage.

ACADEMIC HOST Institute for Market-based Management at LMU Munich

TARGET GROUP Bachelor Students from all over the world. Prerequisites for participation are a basic knowledge of business administration and sound English language skills.

AIM OF THE COURSE

- Understanding of the basics of international business and intercultural management
- Learning to analyze business cases and how to apply theoretical concepts to realworld situations
- Improve understanding of management communications
- Learn how companies use communications to implement strategy and achieve competitive advantage
- Explore the major concepts and theories of bargaining and negotiation

LANGUAGE OF INSTRUCTION English

**DATES/
DEADLINES**

- August 3 - 21, 2020
- Early bird application deadline February 1, 2020
- Second and final application deadline April 1, 2020

PARTICIPANTS NO max. 30 participants

CREDITS 60 Contact hours / 6 ECT S credits

**ACCOMMODATION/
COSTS** 430 € single room in student residence

PROGRAM/COSTS

- 100€ early bird registration fee
or 300 € registration fee
- 900 € tuition

FURTHER INFORMATION / REGISTRATION
WWW.IM-MISU.DE

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