



## Summer Program: Management Practices and Corporate Communications in a Global Environment

[August 3 – August 21, 2020]

### Lecturer:

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### Academic Program

Sun 2	Arrival Day (2:00 – 7:00 pm)		
	9:00 am – 10:30 am	10.45 am – 12:15 pm	Activities
Mon 3	<b>Program Introduction</b> Meeting Time: <b>8:45 a.m.</b> Geschwister-Scholl-Platz 1 at the fountain in front of LMU Main Building, Subway Stop U3/U6 "Universität", Exit A <b>Introduction Part 1:</b> Management Communications Agenda and Objectives	<b>Lecture Reputation Management</b> 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.	<b>MISU Welcome Summer Event</b> 5:30 p.m. Schellingstr. 3, on the terrace
Tue 4	<b>Tutorial Reputation Management</b>	<b>Lecture Corporate Social Responsibility</b> This session invests 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.	<b>City Tour by bus</b> 5.00 p.m. Geschwister-Scholl-Platz 1
Wed 5	<b>Tutorial Corporate Social Responsibility</b> Case Study: From Sweatshops to Sustainability - Wal-Mart's Journey in Bangladesh	<b>Tutorial Corporate Social Responsibility</b> Case Study: Coca-Cola	
Thu 6	<b>Lecture Crisis Management</b> How can an organization be prepared for crisis events and how should it respond to such a situation?	<b>Tutorial Crisis Management</b> Case Study: BP's Crisis Communication	
Fri 7	<b>Case Study Discussion Crisis Management</b> Case Studies: The Toyota Recall Crisis and the VW 'dieselgate'	<b>Lecture Negotiation Theory</b> Introduction and overview of negotiation analysis and the foundation of cooperative agreements	
Sat 8			
Sun 9	<b>Day Trip to castle Neuschwanstein</b> Departure: 8:00 a.m., Meeting Point: Geschwister-Scholl-Platz 1, in front of the LMU main building		
Mon 10	<b>Negotiation Workshop Roleplay (Preparation)</b> Case Studies: Les Florets and Solaris	<b>Negotiation Workshop</b>	

**Tentative Schedule: Last change Feb 27, 2020, 12:03 PM**

Tue 11	<b>Student's Presentations</b>	<b>Student's Presentations</b>	
Wed 12	<b>Exam Part 1</b>	<b>Introduction Part 2:</b> International Management Agenda and Objectives	
Thu 13	<b>Why companies go global? (1/2)</b> We will use this session to explain economic motives for going abroad and investigate underlying reasons.	<b>Why companies go global? (2/2)</b> We will use this session to explain economic motives for going abroad and investigate underlying reasons.	
Fri 14	<b>The Political, Economic, and Legal Environment</b> Changing Political and Economic Systems influencing International Business. How can MNEs benefit from globalisation? What are potential frameworks to identify risks and chances?	<b>International Division of Labor</b> This session will first explain strategic goals of internationalization. Afterwards different forms of international network production are introduced and discussed.	
Sat 15	<b>Day Trip to Nürnberg</b> Departure: 8:30 a.m., Meeting Point: Geschwister-Scholl-Platz 1, in front of the LMU main building		
Sun 16			
Mon 17	<b>Cross Cultural Management</b> 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 analyse national cultures.	<b>Case Study – Group Work Preparation</b>	
Tue 18	<b>Case Study – Group Discussion</b>	<b>Standardization versus Differentiation: An Ongoing debate</b> Success in world competition turns on efficiency in production, distribution, marketing and management, and inevitably focused on price.	
Wed 19	<b>Preparation of Student's Presentations</b>	<b>Student's Presentations (1/2)</b>	
Thu 20	<b>Student's Presentations (2/2)</b>	<b>Corporate Aspects of International Management</b> Introduction of different organizational designs and leaderships skills	
Fri 21	<b>Wrap-Up/ Q&amp;A LMU Research Insights</b>	<b>Exam Part 2</b>	
Sat 22	<b>Departure</b> latest 10:00 a.m.		

This is a tentative schedule. Please note that the information contained herein has been cautiously arranged. However, unpredictable changes may require a revision of the draft programme.