



LUDWIG-  
MAXIMILIANS-  
UNIVERSITÄT  
MÜNCHEN

MUNICH INTERNATIONAL  
SUMMER UNIVERSITY



MUNICH **MISU**<sup>LMU</sup>  
INTERNATIONAL SUMMER  
UNIVERSITY

# Management Practices and Corporate Communications in a Global Environment

IM

August 3 - 21, 2020

[www.im-misu.de](http://www.im-misu.de)



Last updated: Jan 16, 2020

# 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 Market-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 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.

The **second 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.

## 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:**

[http://www.fav-misu.de/en/content/FAV\\_program](http://www.fav-misu.de/en/content/FAV_program)

# Academic Host

Institute for Market-based Management at the Ludwig-Maximilians  
Universität München

## Patronage



### **Prof. Dr. Manfred Schwaiger**

Head of the Institute for Market-based Management at LMU Munich; Dean of Studies of the Munich School of Management; Member of the International Advisory Board, EMLYON Business School; Academic Head of the European Master of Science in Management Programme (EM Lyon & Lancaster University Management School & LMU)

## Lecturer



### **Maximilian Niederberger-Kern**

Research Assistant and Doctoral Candidate;  
Institute for Market-based Management at LMU Munich

Maximilian, born 1993 in Stuttgart, is a research and teaching assistant at IMM. He studied business administration and economics with majors in market-based management and strategic management at the Munich School of Management. Before joining the IMM, he worked as a student assistant at LMU and gained practical experience during internships in the insurance, logistics, and consulting industry.



### **Niclas Höinig**

Research Assistant and Doctoral Candidate;  
Institute for Market-based Management at LMU Munich

Niclas, born 1993 in Kassel, is a research and teaching assistant at the IMM. He gained his bachelor's degree in business administration with majors in accounting and finance and his master degree with majors in marketing and strategy both at the Munich School of Management. He has been working for several years at the Institute for Market-based Management and has practical experience in several fields.

# 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.: Corporate Reputation: Disentangling the Effects on Financial Performance. *European Journal of Marketing*, Vol. 39(7/8), 2005, p.838-854.
- Gesteland, Richard R.: *Cross-Cultural Business Behaviour*. 2nd ed., Copenhagen: Copenhagen Business School Press, 1999
- Hofstede, G.: *Culture and Organisations. Software of the Mind*. New York: McGraw-Hill, 2005
- Levitt, T.: The globalization of markets. In: *Harvard Business Review*, Vol. 61, Issue 3, May/June 1983, pp. 92-102.
- Morschett, D., Schramm-Klein, H., Zentes, J.: *Strategic International Management*, 3rd edition, Wiesbaden 2015
- Raitchel, S. & Schwaiger, M.: The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value. *Strategic Management Journal*. Vol. 36 (6). 2015. pp. 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 in order to provide common procedures that may guarantee academic recognition for studies abroad. ECTS credits are based on the workload students need in order 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:** € 100.00 (apply until February 1)

**Regular registration fee:** € 300.00 (apply until April 1)

**Tuition:** € 900.00

**Housing fee:** € 430.00 (single apartment)

## The complete payment includes the following:

- academic program (60 contact hours in class, 6 ECTS credits)
- course reading materials
- excursions: City Tour Munich, Castle Neuschwanstein, City of Nürnberg (participation at your own risk)
- student residence (single apartment with own bathroom and kitchen)
- mensa and cafeteria access
- internet access at the dorm (LAN)
- internet access at the university (WiFi)
- library access
- tutors and emergency contact

## Deadlines for payment

- **Early bird payment deadline:** immediately after receiving the e-mail with the admission letter (PDF), February 7, 2020 at the very latest.
- **Regular registration fee payment deadline:** immediately after receiving the e-mail with the admission letter (PDF), April 10, 2020 at the very latest.
- **Tuition and housing fee payment deadline:** May 15, 2020
- **Please note:** Your place in the program is only secured if you transfer the registration fee or the full amount to our account via money-wire transfer on time. Make sure that your bank will not deduct additional costs for the transfer. All bank fees have to be paid by you. Please ask the bank in your home country for assistance.  
  
Please include your full name and the abbreviation of your program (IM) on the money-wire transfer payment. Your name has to be clearly identifiable.



# Fees & Payment

## **Cancellation**

### **Cancellation before the registration closing:**

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

### **Cancellation after registration closing:**

The registration fee is not refundable. If accommodation was booked, the deposit for the rent may not be refunded.

### **Cancellation 4 weeks before commencement of the course:**

The registration fee is not refundable. If accommodation was booked, the deposit for the rent will not be refunded and 50% of the course deposit fees will not be refunded.

### **Cancellation 3 days before commencement of the course:**

The registration fee is not refundable. If an accommodation was booked, the deposit for the rent will not be refunded and 80% of the deposit for the course fees will not be refunded. For more information, please check our general terms and conditions.

# Accommodation

## Arrival

- August 2, 2020 (Check-in 02:00 p.m. - 7:00 p.m.)

## Departure

- August 21, 2020 (Check-out 10:00 am at the latest)

## Student Residence

The participants will reside in one of the student residences in Munich. The student housing facility is located approximately a few subway stations away from the classroom and city center.

### About the rooms:

- Each student will have their own private apartment, which is fully furnished and has its own small kitchen and bathroom (toilet + shower).
- The rooms are equipped with bedding (sheets and blankets) which can be washed at one of the laundry rooms in the building.
- Kitchen utensils (cutlery, cups, plate and pots) and towels will **not** be provided. We ask you to acquire these items according to your own personal needs.
- During their stay, each student is responsible to clean their room by themselves.
- Internet access is available via Ethernet (LAN) cable. The cable is not provided. Please bring our own.
- Please note that the rooms are tailored to students' needs and financial means. Therefore, please do not expect luxurious facilities.
- Students with health impairment are kindly asked to inform us in the application process.

## 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 3,00 - 7,00 €.

# 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.

In the interest of maintaining the program's high standards, the number of participants will be limited to 30. 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 has been running since November 1, 2019.**

[http://www.im-misu.de/en/content/im\\_registration](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 registration:**

- **Early bird application deadline:** February 1, 2020, 11:59 am CEST (noon)
- **Regular application deadline:** April 1, 2020, 11:59 am CEST (noon)

# Contact

## Academic Contact

### Mr Maximilian Niederberger-Kern, B. Sc.

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## Administration / Application Contact

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