



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)

## Remote Summer School

August 2 - 20, 2021

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

# 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)

## Lecturers



### **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.



### **Stephan Traut**

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

Stephan, born 1992 in Marktoberdorf, is a research and teaching assistant at the IMM. He received his bachelor and master degree in business administration from the Ludwig-Maximilians-University in Munich with majors in strategy and marketing. Stephan completed a business apprenticeship at Nestlé Germany and gained further practical experience at BMW Motorrad, Vodafone, and Deutsche Bahn.

# 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
- 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.

The LMU differentiates 6 levels (from 1 to 6), which cover everything from introductory course work to original research. This course is offered for students having successfully completed levels 2 and 3.

Level	Description
1	Introductory course with intensive supervision; no course prerequisites; generally first year courses
2	Introductory course, independent study techniques included; no specific course prerequisites; generally second year courses
3	For advanced students, course prerequisites: successful completion of level 1 or 2; examinations test the students' ability to apply knowledge and insights to new problems; generally third year courses
4	Specialized course, course prerequisites: successful completion of level 2 or 3; extensive use of scientific articles; examination may include a small research project, an oral report or written work. This is a third year Bachelor's or first year Master's level course
5	Scientifically oriented course; course prerequisites: successful completion of level 3 or 4; use of scientific advanced literature. This is a Master's level course
6	Very advanced scientific course; latest scientific developments included; examinations consist of a contribution to an unsolved problem with an oral presentation; Master's or PhD level course

# Fees & Payment

## Registration Fee

€ 100,00 registration fee (early bird)

€ 300,00 registration fee

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.

## Tuition fee

€ 900,00 Tuition fee

Tuition includes the following:

- academic program (60 contact hours in class, 6 ECTS credits)
- course reading materials

## Deadlines of Payment

- Early bird payment deadline:  
Immediately after receiving the e-mail with the admission letter (PDF),  
February 7, 2021 at the very latest.
- Regular registration fee and tuition payment deadline:  
Immediately after receiving the e-mail with the admission letter (PDF),  
June 7, 2021 at the very latest.

## 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.

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

The registration fee is not refundable.

50% of the course deposit fees will not be refunded.

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

The registration fee is not refundable.

80% of the deposit for the course fees will not be refunded.

# 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 starts on the November 1, 2020.**

[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.

# Contact

## Academic Contact

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

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## Administration / Application Contact

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