



## Schedule

### Summer School International Management and Communications

[August 3 – August 19, 2022] **Tentative**

#### Patronage

Prof. Dr. Manfred Schwaiger

Head of the Institute for Market-based Management at LMU Munich

#### Lecturer:

Maximilian Niederberger-Kern, MBR  
Doctoral Candidate, LMU

Stephan Traut, M.Sc.  
Doctoral Candidate, LMU

#### Academic Program

Tue 2	Arrival		
	9:00 am – 10:30 am	10:45 am – 12:15 pm	14:00 pm – 15:30 pm
Wed 3	<b>Program Introduction</b>  <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>Tutorial Reputation Management</b>
Thu 4	<b>Lecture Corporate Social Responsibility</b> This session deals with 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>Tutorial Corporate Social Responsibility</b> Case Study: From Sweatshops to Sustainability - Wal-Mart's Journey in Bangladesh	<b>Group Work: Preparation of Student Presentations</b>
Fri 5	<b>Tutorial Corporate Social Responsibility</b> Case Study: Coca-Cola	<b>Introduction Crisis Management</b> <b>Student Presentations</b>	
Sat 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	
Sun 7			

	9:00 am – 10:30 am	10:45 am – 12:15 pm
Mon 8	<b>Case Study Discussion Crisis Management</b> Case Studies: The Toyota Recall Crisis and the VW 'dieseldate'	<b>Lecture Negotiation Theory</b> Introduction and overview of negotiation analysis and the foundation of cooperative agreements
Tue 9	<b>Negotiation Workshop Roleplay (Preparation)</b> Case Studies: Les Florets and Solar Power	<b>Negotiation Workshop Roleplay</b> Case Studies: Les Florets and Solar Power
Wed 10	<b>Exam Part 1</b>	<b>Introduction Part 2:</b> International Management Agenda and Objectives
Thu 11	<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 12	<b>The Political, Economic, and Legal Environment</b> Changing Political and Economic Systems influencing International Business. How can MNEs benefit from globalization? What are potential frameworks to identify risks and chances?	<b>International Division of Labor</b> This session will first explain strategic goals of internationalization. Subsequently, different forms of international network production are introduced and discussed.
Sat 13		
Sun 14		
Mon 15	<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 analyze national cultures.	<b>Case Study 1 – Group Work Preparation</b>
Tue 16	<b>Case Study 1 – Group Discussion</b>	<b>Standardization versus Differentiation: An Ongoing debate</b> Success in world competition requires efficiency in production, distribution, marketing and management. Inevitably, it also comes down to pricing.
Wed 17	<b>Preparation of Student Presentations</b>	<b>Student Presentations (1/2)</b>
Thu 18	<b>Student Presentations (2/2)</b>	<b>Corporate Aspects of International Management</b> Introduction of different organizational designs and leaderships skills
Fri 19	<b>Wrap-Up/ Q&amp;A</b> <b>LMU Research Insights</b>	<b>Exam Part 2</b>

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 program.