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MÜNCHEN

MUNICH INTERNATIONAL
SUMMER UNIVERSITY



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

International Management and Communications (IM)

by

Institute for Market-based Management

Munich, Germany
August 3 -18, 2023
www.im-misu.de



Munich 2023

Sessions: August 3 -18, 2023

Session will take place at: will be announced

Patronage



Prof. Dr. Schwaiger

Dean of Studies of LMU Munich
School of Management
Head of Institute for Market-based
Management

Lecturer



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Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	2:00 p.m.-3:30 p.m.
Thu, 03.08.2023	Program Introduction Introduction Part 1: Management Communications Agenda and Objectives	Lecture Reputation Management 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.	
Fri, 04.08.2023	Tutorial Reputation Management	Lecture Corporate Social Responsibility 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.	Tutorial Corporate Social Responsibility Case Study: From Sweatshops to Sustainability - Wal-Mart's Journey in Bangladesh
Sat, 05.08.2023	Tutorial Corporate Social Responsibility Case Study: Coca-Cola	Group Work: Preparation of Student Presentations	
Sun, 07.08.2023	No class	-	-
Mon, 07.08.2023	Introduction Crisis Management Student Presentations	Lecture Crisis Management How can an organization be prepared for crisis events and how should it respond to such a situation?	Tutorial Crisis Management Case Study: BP's Crisis Communication
Tue, 08.08.2023	Case Study Discussion Crisis Management Case Studies: The Toyota Recall Crisis and the VW 'dieselgate'	Lecture Negotiation Theory Introduction and overview of negotiation analysis and the foundation of cooperative agreements	

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Wed, 09.08.2023	Negotiation Workshop Roleplay (Preparation) Case Studies: Les Florets and Solar Power	Negotiation Workshop Roleplay Case Studies: Les Florets and Solar Power	
Thu, 10.08.2023	Exam Part 1	Introduction Part 2: International Management Agenda and Objectives	
Fri, 11.08.2023	Why companies go global? (1/2) We will use this session to explain economic motives for going abroad and investigate underlying reasons.	Why companies go global? (2/2) We will use this session to explain economic motives for going abroad and investigate underlying reasons.	The Political, Economic, and Legal Environment Changing Political and Economic Systems influencing International Business. How can MNEs benefit from globalization? What are potential frameworks to identify risks and chances?
Sat, 12.08.2023	International Division of Labor This session will first explain strategic goals of internationalization. Subsequently, different forms of international network production are introduced and discussed.	Case Study 1 – Group Work Preparation	
Sun, 13.08.2023	No class	-	-

Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	2:00 p.m.-3:30 p.m.
Mon, 14.08.2023	Cross Cultural Management 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.	Case Study 1 – Group Discussion	
Tue 15.08.2023	Public holiday – No class		
Wed, 16.08.2023	Standardization versus Differentiation: An Ongoing debate Success in world competition requires efficiency in production, distribution, marketing and management. Inevitably, it also comes down to pricing.	Preparation of Student Presentations	Student Presentations (1/2)
Thu, 17.08.2023	Student Presentations (2/2)	Corporate Aspects of International Management Introduction of different organizational designs and leaderships skills	
Fri, 18.08.2023	Wrap-Up/ Q&A LMU Research Insights	Exam Part 2	

Note that the agenda is preliminary and may be subject to change.