



LUDWIG-  
MAXIMILIANS-  
UNIVERSITÄT  
MÜNCHEN

MUNICH INTERNATIONAL  
SUMMER UNIVERSITY



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

# Summer School - Communication and Negotiation Styles (IMN)

July 22 - August 9, 2024

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



# Objectives

The course “Communication and Negotiation Styles “ takes place one week online and two weeks in-class in Munich

- **Online: July 22 – July 27**
- **In-class in Munich: July 29– August 9**

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 is held in the heart of Munich and addresses relevant topics communi



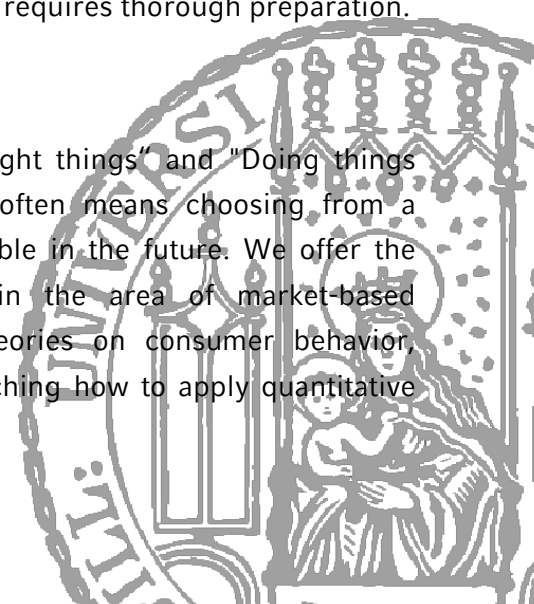
## The goals of the course are:

Students will gain a broad understanding of how to effectively communicate with various stakeholders, focusing on the business as well as on the private context. In particular, students will learn about various negotiation strategies to become better negotiators:

- **Real-world Application:** Practical exercises, case studies, and simulations are the main content of this negotiation courses in order to provide students with hands-on experience and the opportunity to apply theoretical concepts in realistic scenarios.
- **Skill Development:** The course aims to develop participants' negotiation skills, including effective communication, active listening, problem-solving, and decision-making.
- **Strategy Formation:** Participants learn to develop and implement negotiation strategies that are aligned with their goals and interests.
- **Conflict Resolution:** The course focuses on techniques for resolving conflicts and disputes in a constructive and mutually satisfactory manner.
- **Cultural Sensitivity:** Participants learn to navigate cross-cultural negotiations with sensitivity and effectiveness.
- **Preparation and Planning:** Effective negotiation often requires thorough preparation.

## 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

Being a proficient negotiator is crucial for navigating diverse aspects of life, as it empowers individuals to resolve conflicts, achieve goals, and build positive relationships. Effective negotiation skills enable one to find mutually beneficial solutions, maximize resources, and adapt to changing circumstances, contributing to personal and professional success. In essence, mastering negotiation is a key to unlocking opportunities and fostering collaborative outcomes.

However, negotiations present a paradoxical dynamic wherein what benefits one party may simultaneously benefit the other, or conversely, have adverse effects. Claiming values and creating values are central processes in negotiations. Doing both at the same time seems mutually exclusive, but it is the strategy for success. In this regard, certain strengths can become weaknesses and vice versa, which is why understanding the negotiation dilemma and how to deal with it is essential to a negotiator's success.

There are different types of negotiations, some of which for example involve multiple rounds. Knowledge of game theory is of particular interest in order to overcome or win the "Tit for Tat" game. Apart from various negotiation scenarios, it's essential to consider diverse counterparts who possess varying characteristics and traits. Dealing with liars, individual fears, or egocentricity is one of the first hurdles in negotiations, which must be responded to accordingly.

Overall, the course draws on empirical research in fields as diverse as economics, psychology, and game theory. We offer a wealth of examples and case studies. Starting from the theoretical foundations, we aim to improve students' negotiation skills through interactive role-playing. Through this method, direct learning experiences are gained with practical applications different negotiation theories.

## Course Outline

The lectures cover the following modules:

- Introduction and Overview of Negotiation Basics and Styles (e.g., Harvard concept, value in negotiations, negotiators dilemma, dimensions of bargaining styles, negotiation skills)
- Prisoner's dilemma
- Elevator pitch
- Negotiations and cultural sensitivity
- Role plays and case studies
- Group presentations

**Please see our website for a detailed course schedule:**

[https://www.im-misu.de/en/content/imc\\_general](https://www.im-misu.de/en/content/imc_general)



# Academic Host



## Patronage

**Prof. Dr. Schwaiger**

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



## Lecturer

**Sandra Baringhorst, MBR**

Institute for Market-based Management



**Louisa Weritz, M.Sc.**

Institute for Market-based Management



# 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 high level of motivation for active participation 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.

## General course requirements

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

## Course structure

The course takes in the heart of Munich. Following a one week online preparation students participate on an intensive in-class program complemented by inspiring social and cultural activities.

- Online: July 22 – July 27
- In-class in Munich: July 29 – August 9



# 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.

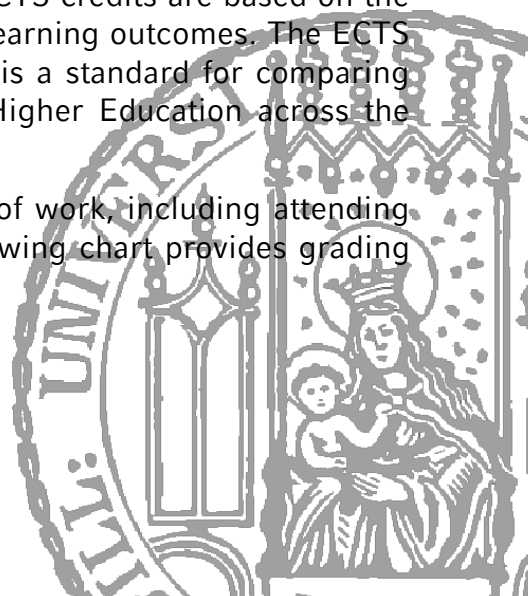
## Credit Transfer

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:**

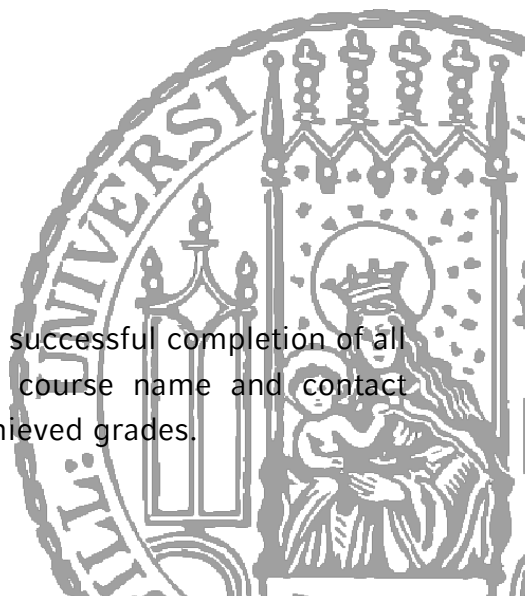
65% = Written assignment

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:** € 150.00 (until March 1, 2024)

**Regular registration fee:** € 300.00 (until May 1, 2024)

**Tuition:** € 700.00

**Housing fee:**

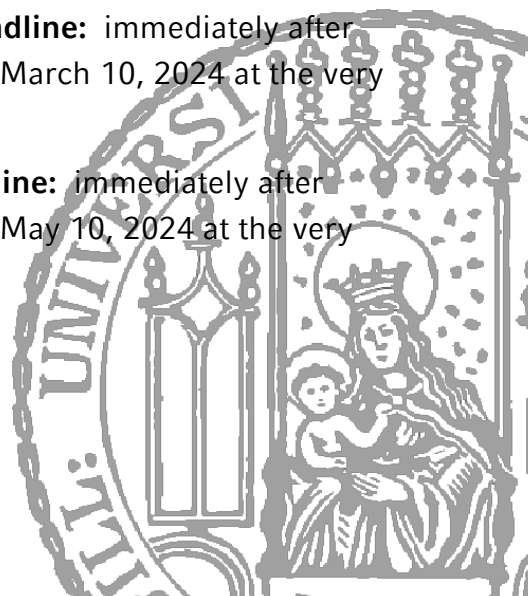
- € 310.00 (double room, with shower and toilet on each floor)
- € 370.00 (double room with shower and toilet)

**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
- 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 registration fee and tuition payment deadline:** immediately after receiving the e-mail with the admission letter (PDF), March 10, 2024 at the very latest.
- **Regular registration fee and tuition payment deadline:** immediately after receiving the e-mail with the admission letter (PDF), May 10, 2024 at the very latest.





# Cancellation\*

## **Cancellation before the registration deadline:**

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

## **Cancellation after the registration deadline:**

- The registration fee will not be refunded.  
If accommodation was booked, the rent will not be refunded or have to be paid.

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

- The registration fee will not be refunded.  
If accommodation was booked, the deposit for the rent will not be refunded and 50% of the tuition will not be refunded.

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

- The registration fee will not be refunded.  
If accommodation was booked, the deposit for the rent will not be refunded and 80% of the tuition will not be refunded.
- Once the course has started, no refund will be granted.

## **Cancellation by MISU**

- All tuition and fees will be refunded.

\* All bank charges are excluded from repayment.



# Accommodation – In-class Part

## Arrival

- July 29, 2024 (Check-in 02:00 p.m. - 7:00 p.m.)

## Departure

- August 10, 2024 (Check-out 11:00 am )

## Student Residence

The participants will reside in a student residences in the heart of Munich. The student housing facility is located three subway stations away from the classroom.

For more information, please see our program website.

## 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 5,00 - 8,00 €.



# 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.

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, 2023.**

[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 the registration:**

- **Early bird application deadline:** March 1, 2024
- **Regular application deadline:** May 1, 2024



# Contact

## Academic Contact

### Ms Sandra Baringhorst

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Web: <https://www.som.lmu.de/imm/de/>

## Administration / Application Contact

### Ms Jasmin Puschner

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