



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

International Management and Communications (IM) by Institute for Market-based Management

Munich, Germany
August 4 -22, 2025
www.im-misu.de



Munich 2025

Sessions: August 4 - 22, 2025

Session will take place at: tba

Patronage



Prof. Dr. Manfred Schwaiger

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



Lecturers

Maria Knöpfle

Research Assistant and Doctoral Candidate
Institute for Market-based Management



Wanda Siegner

Research Assistant and Doctoral Candidate
Institute for Market-based Management

Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	2:00 p.m.-3:30 p.m.
Sun, 03.08.25	Arrival in Munich		
Mon, 04.08.2025	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.	
Tue, 05.08.2025	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
Wed, 06.08.2025	Tutorial Corporate Social Responsibility Case Study: Coca-Cola	Group Work: Preparation of Student Presentations	City Tour by bus 4:00 p.m.
Thu, 07.08.2025	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
Fri, 08.08.2025	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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Mon, 11.08.2025	Negotiation Workshop Roleplay (Preparation) Case Studies: Les Florets and Solar Power	Negotiation Workshop Roleplay Case Studies: Les Florets and Solar Power	
Tue, 12.08.2025	Exam Part 1	Introduction Part 2: International Management Agenda and Objectives	
Wed, 13.08.2025	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?
Thu, 14.08.2025	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	
Fri, 15.08.2025	Public holiday – No class		
Sun, 17.08.2025	8:00 a.m. Day Trip to Castle Neuschwanstein		

Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	2:00 p.m.-3:30 p.m.
Mon, 18.08.2025	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, 19.08.2025	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	
Wed, 20.08.2025	Student Presentations (1/2)	Student Presentations (2/2)	
Thu, 21.08.2025	Corporate Aspects of International Management Introduction of different organizational designs and leaderships skills	Wrap-Up/ Q&A LMU Research Insights	
Fri, 22.08.2025	Exam Part 2		

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