



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

MUNICH INTERNATIONAL
SUMMER UNIVERSITY



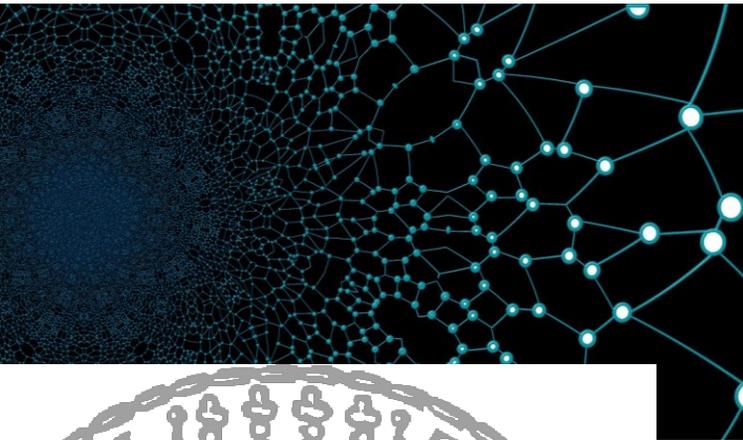
MUNICH **MISU** ^{LMU}
INTERNATIONAL SUMMER
UNIVERSITY

Summer School

-

Management Practices and Corporate Communications in a Global Environment - including internship -

July 4 - August 19, 2022



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

Please see our website for a detailed course schedule:

https://www.msc-misu.de/res/data/File/22_MSC_IM_Schedule.pdf



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



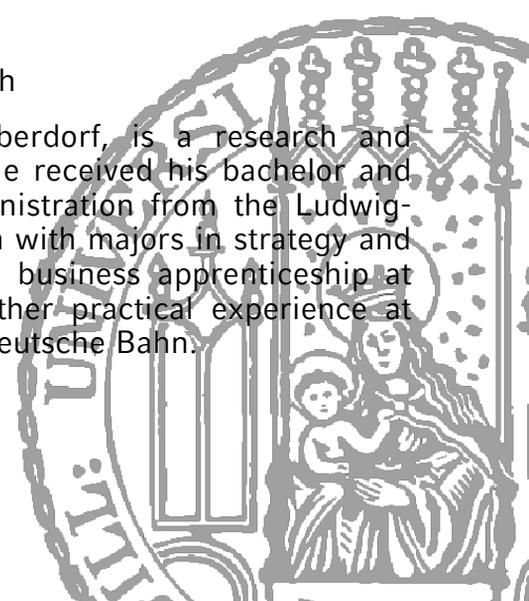
Maximilian, born 1993 in Stuttgart, is a research and teaching assistant at IMM. He studied business administration and economics with majors in market-based management and strategic management at the Munich School of Management. Before joining the IMM, he worked as a student assistant at LMU and gained 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
- Raithel, 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.



ECTS Credits

ECTS was developed in order to provide a common point system which can guarantee academic recognition for studies abroad. ECTS credits are based on the workload. Students will be awarded 1 ECTS credit for 30 hours of work, including course preparation, attending classes and also self-study and examinations.

MISU defines the following:

Internship:

Internships (up to 4 weeks, 8 hours/day) are an integral part of the summer school experience. Every effort is made to pair the students background and aspirations with an appropriate internship provider.

6 ECTS will be awarded for the Internship

Academic program:

Contact Hours*: 60 contact/class hours* worth up to 6 ECTS credits

- One contact/class hour comprises 45 minutes.

The Academic Board of the LMU Munich defines the requirements and contact hours for successful completion of the courses as follows:

- regular attendance
- preparation for and active participation in class and internship
- attendance and contribution to lectures
- participation in and contribution to class excursions
- self study and homework assignments
- written assignments



ECTS Credits

Credit Transfer

Most international colleges and universities accept credits from MISU LMU. However, each institution has its own policy regarding credit acceptance from other institutions. We strongly recommend that students consult with their academic advisor and/or professor to receive credit transfer approval by their home institution before applying to MISU Summer Academy.

Program	Contact hours	ECTS credits	US semester credits
Internship	160	6	3
Academic course	60	6	3



Grading

Grading Scale

Grades are defined from the Academic Board of the LMU in Munich according to its general grading system. 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

Grading Procedure

There are three grading sections in this course:

60% = Written Exam

30% = Oral presentation, homework assignments

10% = Active participation in class and soft skills

Info for UC students: The student will be graded based on a comprehensive, computerized test and granted 3 US Semester credits. Additional 3 three UC Semester credits are granted for successful completion of the Internship."

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.



Accommodation

Arrival

- August 2, 2022 (Check-in 02:00 p.m. - 7:00 p.m.)

Departure

- August 21, 2022 (Check-out 10:00 am at the latest)

Student Residence

The participants will reside in single apartments at the student residence "[Olympisches Dorf](#)". The student housing facility is located only a few subway stations away from the classroom and city center.

About the rooms:

- Each student will have their own private apartment with their own small kitchen and bathroom (WC + shower).
- The rooms are equipped with bedding (sheets and blankets) which can be washed at one of the laundry rooms in the building.
- Kitchen utensils (cutlery, cups, plate and pots) will be provided.
- Towels will also not be provided. We ask you to acquire this items according to your own personal needs.
- Internet access is available via Ethernet (LAN) cable. The cable is not provided. Please bring our own.
- Please note that student residences are geared towards student needs and financial means. As such do not expect facilities to meet claims on luxury comfort and on pools.
- Accommodation is subject to availability. A selection of preferences is usually not possible.
- Students with health impairment are kindly asked to inform us in the application process.

Important note:

The rooms are state-subsidized living spaces that are used by the Studentenwerk München (owner and administrator of the rooms) for all students alike. Due to the high demand for living space in Munich, we are pleased that the rooms from the contingent of the universities are made available to MISU.



Transportation & Infrastructure

Board

During your stay, you will be responsible in providing your own meals. During the week lunch can be purchased at one of the university's cafeterias for € 3-5.

Subway, Bus, Tram

Tickets for public transportation ('Isarcard') for your stay in Munich, will be provided at no cost to you and handed out on the day of the arrival.

Library

Feel free to use the reading rooms of the university library (UB). Unfortunately, for non LMU students it is not possible to borrow books. You may also use the public reading rooms of the Bavarian State Library ("Stabi"). For the visit, a valid passport or ID is required. Also special libraries in institutes or faculties can be used. [Further information about LMU libraries.](#)

Internet

All participants get access to the WiFi [Eduroam](#) network, which works in all university buildings. You will find further information here.

Use of the LMU computer lab is only available to full-time LMU students. Unfortunately summer/spring language course or summer/spring academy participants are not permitted to use these computer labs.

Students, who reserved their room via a MISU program get free Internet access in their dormitory. An Ethernet cable (LAN cable) is needed, because the rooms are not equipped with Wifi. Furthermore a lot of coffee shops around the main building of the university have free Internet access (Wifi).

Note:

Please remember to bring any supplies you may need for enjoying Munich's outdoor bathing culture. Munich is famous for its beautiful sun bathing areas and lakes. The 'Feringasee', for example, is only 15 minutes away by bike. Many other open-air swimming areas, including the 'Isar River' flow directly through Munich, and make the city a beautiful place to enjoy during the summer.



Registration

Ludwig-Maximilians-Universität München is one of a select few German universities, which carries the distinction of excellence. This academic distinction mandates that the Munich Summer Curriculum is a highly competitive program for 18 motivated and focused students.

Online application starts on October 1, 2021

Please prepare the following documents as part of your application package:

Statement of motivation:

Applicants should write a one page essay about why they want to join the summer school program and how they will benefit from the program and

Curriculum vitae (CV):

Please use the Euro Pass format <http://europass.cedefop.europa.eu> if you do not have your own form.

Transcript:

Please upload your last transcript that you have available. We are interested to know more about your academic career.

Deadlines for information about participation:

- April 10, 2022



Fees & Payment

Registration Fee regular (non refundable):
€ 500

Tuition:
€ 700

Internship:
€ 300

Accommodation Fee:
- € 950 (June 29 - August 21)

The tuition includes the following:

- academic program (60 contact hours in class, 6 ECTS credits)
- course reading materials
- excursions: City Tour Munich, Day trip Castle Neuschwanstein, Day trip City of Nuremberg, Concentration Camp Dachau Memorial Site
- student residence (single apartment with own bathroom and kitchen)
- public transport ticket – subway, bus, tram
- internship (minimum of 160 contact hours)
- mensa and cafeteria access
- internet access at the dorm (LAN)
- internet access at the university (WiFi)
- library access
- tutors and emergency contact



Cancellation

Cancellation guidelines and purchase of flight tickets

All students admitted to the program will receive a confirmation letter that the program is a "GO".

Cancellation by students*

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.



Contact

Internship Contact

Mr Manfred K. Wolfram, Ph.D.

Professor and Head, Emeritus
Electronic Media Division
4200 Mary Emery Hall/CCM, M.L. 3
University of Cincinnati
Cincinnati, Ohio 45221-0003
USA

e-mail: wolframk@ucmail.uc.edu

Academic Contact

Mr Kai Wede, MISU Director

Munich International Summer University (MISU)
Ludwig-Maximilians-Universität München
c/o Office International Office
Geschwister-Scholl-Platz 1
80539 München

e-mail: wede@lmu-misu.de

Administration / Application Contact

Ms Jasmin Puschner

Munich International Summer University (MISU)
Ludwig-Maximilians-Universität München
c/o Office International Office
Geschwister-Scholl-Platz 1
80539 München

e-mail: office@msc-misu.de

Web: www.msc-misu.de / www.im-misu.de

