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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 4 -20, 2026
www.im-misu.de



Munich 2026

Sessions: August 4 - 20, 2026

Session will take place at: Richard-Wagner-Straße 10, [Room D 118](#)

Patronage



Prof. Dr. Manfred Schwaiger

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



Lecturers

Dominik Padberg

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.
Mon, 03.08.2026	Arrival in Munich (2:00 p.m. - 7:00 p.m.)		
Tue, 04.08.2026	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.	
Wed, 05.08.2026	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
Thu, 06.08.2026	Tutorial Corporate Social Responsibility Case Study: Coca-Cola	Group Work: Preparation of Student Presentations	City Tour by bus 4:00 p.m.
Fri, 07.08.2026	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

Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	2:00 p.m.-3:30 p.m.
Mo, 10.08.2026	<p>Case Study Discussion Crisis Management</p> <p>Case Studies: The Toyota Recall Crisis and the VW 'dieseldate'</p>	<p>Lecture Negotiation Theory</p> <p>Introduction and overview of negotiation analysis and the foundation of cooperative agreements</p>	<p>Get-Together</p>
Tue, 11.08.2026	<p>Negotiation Workshop Roleplay (Preparation)</p> <p>Case Studies: Les Florets and Solar Power</p>	<p>Negotiation Workshop Roleplay</p> <p>Case Studies: Les Florets and Solar Power</p>	
Wed, 12.08.2026	<p>Exam Part 1</p>	<p>Introduction Part 2: International Management</p> <p>Agenda and Objectives</p>	
Thu, 13.08.2026	<p>Why companies go global? (1/2)</p> <p>We will use this session to explain economic motives for going abroad and investigate underlying reasons.</p>	<p>Why companies go global? (2/2)</p> <p>We will use this session to explain economic motives for going abroad and investigate underlying reasons.</p>	<p>The Political, Economic, and Legal Environment</p> <p>Changing Political and Economic Systems influencing International Business. How can MNEs benefit from globalization? What are potential frameworks to identify risks and chances?</p>
Fri, 14.08.2026	<p>International Division of Labor</p> <p>This session will first explain strategic goals of internationalization. Subsequently, different forms of international network production are introduced and discussed.</p>	<p>Case Study 1 – Group Work Preparation</p>	<p>Cross Cultural Management</p> <p>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.</p>
Sun, 16.08.2026	<p style="text-align: center;">8:00 a.m. Day Trip to Castle Neuschwanstein</p>		

Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	2:00 p.m.-3:30 p.m.
Mon, 17.08.2026	Case Study 1 – Group Discussion	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
Tue, 18.08.2026	Student Presentations (1/2)	Student Presentations (2/2)	
Wed, 19.08.2026	Corporate Aspects of International Management Introduction of different organizational designs and leaderships skills	Wrap-Up/ Q&A LMU Research Insights	
Thu, 20.08.2026	Exam Part 2		

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