



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

MUNICH INTERNATIONAL
SUMMER UNIVERSITY



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

Communication and Negotiations Styles

by

Institute for Market-based Management

July 22 – August 9, 2024

Munich, Germany

www.im-misu.de



Tentative Schedule
February 7, 2024



Munich 2024

Sessions: July 22 – August 9, 2024

Session will take place at: tba

Patronage



Prof. Dr. Schwaiger

Dean of Studies of
LMU Munich School of Management
Member of the International Advisory Board,
EMLYON Business School
Head of Institute for Market based Management

Lecturer



Sandra Baringhorst, MBR

Research Assistant
Institute for Market-based Management



Louisa Weritz, M.Sc.

Research Assistant and Doctoral Candidate
Institute for Market-based Management

Date	8:00 - 09:30 a.m.	11:45 a.m.-13:15 p.m.	6:00 p.m.-7:30 p.m.
Monday 22.07.2024 ONLINE	Program Introduction Negotiation Basics I (Perspectives on Decision Making, Fundamentals of Joint Decision Making)		Negotiation Basics II (Positional Bargaining and the Harvard Concept, Claiming and Creating Value in Negotiations)
Tuesday 23.07.2024 ONLINE		Negotiation Basics III (The Negotiators Dilemma)	Negotiation Styles I (Who's a Negotiator?)
Wednesday 24.07.2024 ONLINE	Negotiation Styles II (The Three Key Dimensions of Bargaining Styles)		Role Play I (Solar Power Instructions and Execution)
Thursday 25.07.2024 ONLINE	Role Play II (Solar Power Discussion)		Role Play III (Les Florets Instructions and Execution)
Friday 26.07.2024 ONLINE	Role Play IV (Les Florets Discussion)	Group Work: Preparation of Student Presentations	Group Work: Preparation of Student Presentations
Saturday 27.07.2024 ONLINE	How to Not Handle a Crisis I (Kleinfeld-Singer Case)	How to Not Handle a Crisis II (Kleinfeld-Singer Case)	Negotiation Skills (Depending on wish of the students we can also do this class earlier i.e., 3:00 p.m.-4:30 p.m.)

Date	8:00 - 09:30 a.m.	11:45 a.m. - 13:15 p.m.	6:00 p.m.-7:30 p.m.
Monday 29.07.2024	No Class		Arrival in Munich
Tuesday 30.07.2024			Student Presentations I
Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	1:15 p.m.-2:45 p.m.
Wednesday 31.07.2024	Program Introduction + Prisoner's Dilemma I (Theoretical foundations, tactics, strategies)	Prisoner's Dilemma II (Case study: Gas Station Game and Role Play)	Findings of Role-Play and Repetition: Negotiation Theory (Value Creation)
Thursday 01.08.2024	Role Play (Preparation Case Study: Kukui Nuts)	Role Play (Kukui Nuts, Learnings and Findings)	Elevator Pitch (Background, How to?, Preparation of Elevator Pitch)
Friday 02.08.2024	Elevator Pitch (Presentation of Elevator Pitch)	Group Work: Preparation of Student Presentations	
Sunday 04.08.2024	8:00 am Day trip to castle Neuschwanstein		

Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	1:15 p.m.-2:45 p.m.
Monday 05.08.2024	Role Play/Round Table (MIT 2\$ Game)	Role Play/Round Table (MIT 2\$ Game)	Group Work: Preparation of Student Presentations
Tuesday 06.08.2024	Cultural Sensitivity (cross-cultural negotiations)	Cultural Sensitivity (Analysis and role play - cross-cultural negotiations)	
Wednesday 07.08.2024	Student Presentation I	Student Presentation II	
Thursday 08.08.2024	No Class		
Friday 09.08.2024	No Class		

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