



LUDWIG-  
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UNIVERSITÄT  
MÜNCHEN

MUNICH INTERNATIONAL  
SUMMER UNIVERSITY



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

# International Management and Communications (IM)

by

## Institute for Market-based Management

Munich, Germany  
August 4 -22, 2025  
[www.im-misu.de](http://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	<b>2:00 p.m.: City tour by bus</b>		
Mon, 04.08.2025	<b>Program Introduction</b>  <b>Introduction Part 1:</b> Management Communications Agenda and Objectives	<b>Lecture Reputation Management</b>  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.	<b>5:30 p.m.:</b> <b>MISU Welcome Party</b>
Tue, 05.08.2025	<b>Tutorial Reputation Management</b>	<b>Lecture Corporate Social Responsibility</b> 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.	<b>Tutorial Corporate Social Responsibility</b> Case Study: From Sweatshops to Sustainability - Wal-Mart's Journey in Bangladesh
Wed, 06.08.2025	<b>Tutorial Corporate Social Responsibility</b>  Case Study: Coca-Cola	<b>Group Work: Preparation of Student Presentations</b>	
Thu, 07.08.2025	<b>Introduction Crisis Management Student Presentations</b>	<b>Lecture Crisis Management</b> How can an organization be prepared for crisis events and how should it respond to such a situation?	<b>Tutorial Crisis Management Case Study:</b>  BP's Crisis Communication
Fri, 08.08.2025	<b>Case Study Discussion Crisis Management</b> Case Studies: The Toyota Recall Crisis and the VW 'dieselgate'	<b>Lecture Negotiation Theory</b> Introduction and overview of negotiation analysis and the foundation of cooperative agreements	
Sun, 10.08.2025	<b>8:00 a.m.: Day trip to the Castle Neuschwanstein</b>		

Date	9:00 - 10:30 a.m.	10:45 a.m. - 12:15 p.m.	2:00 p.m.-3:30 p.m.
Mon, 11.08.2025	<b>Negotiation Workshop Roleplay (Preparation)</b>  Case Studies: Les Florets and Solar Power	<b>Negotiation Workshop Roleplay</b>  Case Studies: Les Florets and Solar Power	
Tue, 12.08.2025	<b>Exam Part 1</b>	<b>Introduction Part 2:</b>  International Management  Agenda and Objectives	
Wed, 13.08.2025	<b>Why companies go global? (1/2)</b>  We will use this session to explain economic motives for going abroad and investigate underlying reasons.	<b>Why companies go global? (2/2)</b>  We will use this session to explain economic motives for going abroad and investigate underlying reasons.	<b>The Political, Economic, and Legal Environment</b>  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	<b>International Division of Labor</b>  This session will first explain strategic goals of internationalization. Subsequently, different forms of international network production are introduced and discussed.	<b>Case Study 1 – Group Work Preparation</b>	
Fri, 15.08.2025	<b>Public holiday – No class</b>		

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	<p><b>Cross Cultural Management</b></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>	<p><b>Case Study 1 – Group Discussion</b></p>	
Tue, 19.08.2025	<p><b>Standardization versus Differentiation: An Ongoing debate</b></p> <p>Success in world competition requires efficiency in production, distribution, marketing and management. Inevitably, it also comes down to pricing.</p>	<p><b>Preparation of Student Presentations</b></p>	
Wed, 20.08.2025	<p><b>Student Presentations (1/2)</b></p>	<p><b>Student Presentations (2/2)</b></p>	
Thu, 21.08.2025	<p><b>Corporate Aspects of International Management</b></p> <p>Introduction of different organizational designs and leaderships skills</p>	<p><b>Wrap-Up/ Q&amp;A LMU Research Insights</b></p>	
Fri, 22.08.2025	<p><b>Exam Part 2</b></p>		

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