



LUDWIG-  
MAXIMILIANS-  
UNIVERSITÄT  
MÜNCHEN

MUNICH INTERNATIONAL  
SUMMER UNIVERSITY



MUNICH **MISU** LMU  
INTERNATIONAL SUMMER  
UNIVERSITY

# MANAGEMENT PRACTICES AND CORPORATE COMMUNICATIONS IN A GLOBAL ENVIRONMENT

AUGUST 5 - 24, 2019

The program addresses essential questions in international business and management. Relevant theories in the field are applied to the specific challenges of organizing and managing cross-border and cross-cultural business activities. It seeks to improve understanding of management communications, both on a corporate as well as on an individual level. It helps to learn how companies use communications to implement strategy and achieve competitive advantage.

**ACADEMIC HOST** Institute for Market-based Management at LMU Munich

**TARGET GROUP** Bachelor Students from all over the world. Prerequisites for participation are a basic knowledge of business administration and sound English language skills.

**AIM OF THE COURSE**

- Understanding of the basics of international business and intercultural management
- Learning to analyze business cases and how to apply theoretical concepts to realworld situations
- Improve understanding of management communications
- Learn how companies use communications to implement strategy and achieve competitive advantage
- Explore the major concepts and theories of bargaining and negotiation

**LANGUAGE OF INSTRUCTION** English

**DATES/  
DEADLINES**

- August 5 - 24, 2019
- Application deadline early bird March 1, 2019
- Second and final application deadline May 1, 2019

**PARTICIPANTS NO** max. 30 participants

**CREDITS** 60 Contact hours / 6 ECT S credits

**ACCOMMODATION/  
COSTS** 410 € single room in student residence

**PROGRAM/COSTS**

- 50 € registration fee early bird  
or 300 € regular registration fee
- 900 € tuition

FURTHER INFORMATION / REGISTRATION  
[WWW.IM-MISU.DE](http://WWW.IM-MISU.DE)

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