



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



Table of Contents

Language course/short course	2
MISU at LMU: International Management and Communications • Ludwig-Maximilians-Universität München • München	2

Language course/short course



MISU at LMU: International Management and Communications

Ludwig-Maximilians-Universität München • München

Overview

Course location	München
Teaching language	<ul style="list-style-type: none">English
Language level of course	<ul style="list-style-type: none">English: B2, C1
Date(s)	<ul style="list-style-type: none">5 August - 23 August 2024 (Registration deadline of course provider: 1 May 2024)
Target group	Bachelor's students from all subjects and young professionals with an interest in management practices and corporate communications
Description/content	<p>The first part of our summer programme "International Management and Communications" addresses essential questions in international business and management. Relevant theories of the multinational enterprise, of competition, organisation, marketing, strategy, and governance are applied to the specific challenges of organising and managing cross-border and cross-cultural business activities. Problems are introduced by way of real-world business cases.</p> <p>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 you to understand how corporate communications relate to general management in a firm.</p> <p>On an individual level, the course is designed to teach students the theory and processes of negotiation as it is practised 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 experimentally develop a broad array of negotiation skills. Considerable emphasis will also be placed on simulations, role-playing, and cases in this section. It will offer a practical psychological exploration of the major concepts and theories of bargaining and negotiation.</p>

Course details

Recognised language exams offered (e.g. DSH, TestDaF, TOEFL)	No
Other degrees / qualifications awarded	Certificate of participation
ECTS points (max.)	6

Average number of hours per week 20

Average number of participants per group/course 20

Costs / Funding

Dates and costs • 5 August - 23 August 2024 (Registration deadline of course provider: 1 May 2024), costs: EUR 1,000

This price includes • Course fees
• Accompanying programme

Requirements / Registration

Teaching language • English

Language level of course • English: B2, C1

Language requirements Good English language skills

Submit application to https://www.im-misu.de/en/content/im_registration

Services

Is accommodation organised? Accommodation is arranged by the organiser.

Type of accommodation The Munich International Summer University (MISU) at the Ludwig Maximilian University of Munich (LMU) offers accommodation in single rooms in student residences of the "Studierendenwerk München Oberbayern".

Accommodation: 510 EUR (single room for 3–24 August)

Meals The canteen of the "Studierendenwerk München Oberbayern" offers meals that range from 4 to 7 EUR from Monday to Friday.

Is a social and leisure Yes

programme offered?

Description of social and leisure programme City tour & day trips

Free internet access Yes

Support in visa matters Yes

Pick-up service from train station/airport No

Contact

Ludwig-Maximilians-Universität München

International Office

Geschwister-Scholl-Platz 1
80539 München

✉ contact@lmu-misu.de

🌐 Course website: <https://www.im-misu.de>

📘 <https://www.facebook.com/Summer-School-Finance-Accounting-Economics-100150472645460>

📷 https://www.instagram.com/fae_misu/

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International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

Editor

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Disclaimer

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