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UNIVERSITÄT
MÜNCHEN

LMU MUNICH
SCHOOL OF
MANAGEMENT

INTERNATIONAL RELATIONS CENTER

Exchange at LMU MUNICH SCHOOL OF MANAGEMENT

Information Session
September, 25, 2024, 10 am via zoom

Lilli Heininger
25.09.2024



INTERNATIONAL RELATIONS CENTER

International Coordinators:

Academic

Lilli Heininger, Dipl.-Volkswirtin

Ludwigstrasse 28, ground floor 007a

heininger@lmu.de (Mon- Thu, 8:30-13:30)

Office hours: Wednesday 10-11 (via [zoom](#))

Organizational

International Office, Akademisches Auslandsamt der LMU

Ludwigstrasse 27, ground floor

erasmus-incoming@lmu.de or lmexchange-incoming@lmu.de

Timeline

- **Nomination** (- 15.4. for the winterterm)
- **Application** (- 15.5.) (First Draft of Learning Agreement (LA) to be handed in)
- **Information Session** via zoom (course choice, final LA,...)
- **Q & A Session (at) LMU MUNICH SCHOOL OF MANAGEMENT** (First week of the lectures)
- **Final Course Choice** (first two weeks of the semester)
- **Final Learning Agreement** (first two weeks of the semester)
- **Exam registration** (in December/ January)
- **Exams** (January-February)
- **Transcript of records** (by mid/ end of March)



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Final Course Choice

Course Types:

Vorlesung (lecture): 3 ECTS, 2 hours per week, 1 hour exam

Vorlesung + Übung:
(lecture + tutorial) 6 ECTS, 4 hours per week, 2 hour exam,

Seminar: mostly application needed, smaller groups, often presentations/papers to be done
3 ECTS or 6 ECTS depending on the contact hours and kind of exam

Only Master students can attend Master courses!

Only students enrolled in Business/Economics at LMU can take major courses!

Final Course Choice Course Selection:

Sources of Information about courses:

- Online course catalogue LSF: <https://lsf.verwaltung.uni-muenchen.de>
- Course list in English (extract) from the LSF
- German taught courses: (adapt LSF settings accordingly)
 - Bachelor
 - Master
- The institutes pages:
 - Cluster



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Bitte beachten Sie, dass Sie sich ab sofort nach erfolgreichem Login im Sommersemester 2024 befinden. Um wieder in das Wintersemester wechseln zu können, klicken Sie bitte auf das aktuelle Semester rechts oben und wählen Sie im Anschluss das gewünschte Semester aus.

You are here: [Home](#) ▶ [Home](#) ▶ [Search for courses](#)

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Search for Lectures

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Results per page: 10 12 20 30 50
 Sort: Standard Number Title Teacher

Search criteria

Term

Number of course

Title of lecture

Type of lecture

Department

Curricula

Teacher

from (time)

to (time)

Weekday

Language of instruction

type of lecture

Other courses of study

exchange students

[Help for search](#)



- Course catalogue
- Lectures cancelled today
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Search for Courses

2 hits Semester: WiSe 2425; Title of lecture: Consumer Insights;

Lect.-No.	Lecture	Type	Activity
04039	Consumer Insights - 2.0 SWS - English	exercise course	
4040	Consumer Insights - 2.0 SWS - English	lecture	

Hilfe

- Course catalogue
- Lectures cancelled today
- Search for courses
- Search for persons
- Search for rooms
- University structure

Consumer Insights - Single View

Functions:

Basic Information

Type of Course	lecture	Long text	
Number	04040	Frequency	jedes 2. Semester
Term	WiSe 2425	Weekly hours	2.0
Max. participants		type of lecture	Präsenzveranstaltung
Language	English	for exchange students	

Dates/Times/Location Group: [-]

	Day	Time	Frequency	Duration	Room	Lecturer	Note	Cancelled on
	Mon.	16:00 to 18:00 s.t.	woch	21.10.2024 to 03.02.2025	Geschw.-Scholl-Pl. 1 (A) - A 240 Geschossplan	Not a Public Person		

Group [-]:

Lecturers

- Schwaiger, Manfred, Prof.Dr.
- Auhuber, Nadine

s.t. = „sine tempore“ means the course starts at 16:00 sharp and ends at 17:30

c.t. would be „cum tempore“ meaning the course starts at 16:15 and ends at 17:45

Organisational unit

- W3-Professor of Market-based Management (Univ. Prof. Dr. Manfred Schwaiger)
- Faculty of Business Administration

Contents

Commentary

Description

The course Consumer Insights focuses on why people buy and consume as well as how they make specific decisions and behave in certain ways. Key questions are: What motivates consumers, what captures their attention, and what retains their loyalty? An examination of different aspects of consumers and their behaviors is given, from their motivations, personalities, knowledge, and attitudes to process by which they make their purchase and consumption decision. Described examples from real cases help to see the relevance of theory in developing the strategy and tactics that create effective marketing programs. Topics and methods of this course have been selected with respect to managerial and personal relevance in a wide range of activities throughout the career.

To reach the learning objectives, several cases and examples will be discussed in the course. Participants will enhance their analytical capabilities and learn efficient problem-solving in consumer research.

Important information: The first lecture will take place on October 21st, as no lecture can take place on October 14th due to the welcome event for first-year students.

Moodle Course

All the course material will be provided via Moodle.
 Course Name: Consumer Insights WS24/25
 Link: <https://moodle.lmu.de/courseView.php?id=34951>



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 - [Master](#)
- The institutes pages:
 - [Cluster](#)

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Bachelor courses with teaching language English

Only students enrolled at Munich School of Management or the Department of Economics can choose our major courses/ from this list

COURSES	Fall	Spring	Hours per week	Course Application (until)	ECTS	Exam date- PREVIEWED!!
Accounting & Taxation						
<u>Business Taxation and Financial Decisions</u>		x	blocked	no	6	
<u>Fin. Statement Analysis & Valuation</u>	x		4	no	6	tba
<u>International Accounting</u>		x	4	no	6	
Finance & Insurance						
<u>Case Studies in Enterprise Management</u>		x	blocked	yes (16.4.)	3	
<u>Catastrophe Risk Management</u>	x		blocked	yes (8.10.)	3	
<u>Commercial Banking</u>	x		blocked	no	6	21.1.2025
<u>Corporate Finance</u>		x	4	no	6	
<u>Decisions</u>	x		2	no	3	tba
<u>Digital Finance I – Capital Markets</u>		x	4	no	6	
<u>Insurance Management</u>	x		4	no	6	tba
Marketing & Innovation Management						
<u>Consumer Insights</u>	x		4	no	6	tba
<u>Creating Market Offerings (former Managing the front end of Innovation)</u>	x		4	no	6	12.12.2024
<u>Current Challenges in Innovation Management</u>	x	x	4	yes (7.10.)	6	tba
<u>ImACTup! Innovation and Entrepreneurship for better Futures (online)</u>	x		4		6	tba
<u>Innovation & Entrepreneurship</u>		x	4		6	
<u>International Management * only with People & Organizations</u>		x	2	no	3 (+3)	
<u>Innovating for Organizational, Market, and Societal Impact</u>		x	4	yes (tba)	6	
<u>Marketing Analytics</u>		x	4	no	6	
Information Systems & Digital Business						
<u>Introduction to AI</u>	x		4	no	6	14.2.2025
<u>Starting Up – From ideas to successful business</u>	x	x	2	yes (tba)	3	presentations
Management & Strategy						
<u>Business in Japan</u>		x		yes (7.6.)		
<u>Executive Leadership – Styles and Personalities</u>				yes (29.3.)		
<u>How to Compete in Digital Platform Markets</u>		x	4	yes (10.4.)	6	
<u>Human Resource Management Basics</u>		x	4	no	6	
<u>International Human Resource Management</u>	x		4	yes (moodle)	6	4.2.2025
<u>Management and Economics of Platforms</u>		x	4	no	6	
<u>Organisationstheorie</u>	x		4	no	6	20.2.2025
<u>Organization and Innovation</u>		x	4	moodle	6	
<u>People and Organizations (only with International Management)</u>		x	2	no	3 (+3)	
<u>Strategic Management Concepts and Cases</u>		x	4	no	6	
<u>Strategic Industry Analysis</u>	x		blocked	yes (tba)	3	
<u>Strategic Organization Design</u>	x		4	no	6	
<u>Technology and Strategy</u>		x	blocked	no	6	
<u>The management of projects – Making it work!</u>		x	4	yes (-29.3.)	6	

*Please be aware that „International Management“ and „People and Organization“ will only be offered in combination (=“ Leadership and

Master courses with teaching language English (Only graduate students are allowed to choose Master classes)

Only students enrolled at Munich School of Management or the Department of Economics can choose our major courses/ from this list

COURSES	Fall	Spring	Hours per week	Course Application (until)	ECTS	Exam date- PREVIEWED!!
Accounting & Taxation						
<u>Accounting for M&A Transactions</u>		x	blocked	moodle	6	
<u>Accounting Theory</u>	x		6	yes	9	
<u>Empirical Research in Accounting, Auditing, and Analysis</u>	x		4	no	6	presentation
<u>International Taxation (blocked course)</u>		x	blocked	no	6	14.06.2024
<u>Management Control Systems</u>	x			yes (tba.)	6	Presentations & exam
<u>Performance Measurement and Incentive Systems</u>		x	2	no	6	
Finance & Insurance						
<u>Advanced Risk Management</u>	x		6	no	9	
<u>Behavioral Decision Making</u>	x		6	no	6	Presentation & Paper
<u>Behavioral Finance</u>	x		4	no	6	
<u>Derivatives/Quantitative Finance</u>		x	blocked	yes (10.4.)	6	31.5.2024
<u>Financial Technology in Consumer Finance</u>		x		yes (19.4.)	6	
<u>Insurance Economics</u>		x	blocked	moodle	6	
<u>Investment Banking</u>		x	4	yes (10.4.)	6	
<u>Reinsurance</u>		x	blocked	yes (-8.5.)	3	
<u>Value Based Management of Financial Institutions</u>		x		yes (-01.03.-11.4.)	6	Presentation & paper
Marketing & Innovation Management						
<u>Advanced Empirical Marketing Research</u>		x	4	yes (-5.4.)	6	
<u>Foundations of Value Management (former Convincing Stakeholders)</u>	x		6	no	9	tba
<u>Consumer Behavior</u>		x		yes (1.3.-2.4.)		
<u>Current Topics in Strategic Management</u>		x	2	first session	6	
<u>Feeding and Managing the Innovation Pipeline</u>		x	blocked	no	6	27.6.2024
<u>Innovating for Impact</u>	x	x	4	yes (8.10.)	6	
<u>Market Research</u>		x	4	no	6	18.7.2024
<u>Marketing Measurement & Modeling</u>	x			yes(now!)	6	
<u>Methods in Management</u>	x		4	no	6	tba
Information Systems & Digital Business						
<u>Advanced Topics on DTM</u>	x	x	blocked	yes (1.2.-19.3.)	6	
<u>Digital Responsibility and Sustainability</u>	x		blocked	yes (-29.9.2023)	6	
<u>Digital Technologies, Business Analytics and Management</u>	x		6		9	14.2.2025
<u>Digital Markets (former Electronic Markets)</u>	x		4	no	6	tba
<u>Managing Digital Media</u>		x	4	no	6	18.7.2024
Management & Strategy						
<u>Advanced Human Resource Development</u>	x		4		6	
<u>Management & Strategy (former: Basic Topics in Leadership, HR and International)</u>	x		6	yes (-24.10.)	9	31.1.2025
<u>CSR and HRM: Responsible People Management</u>	x		4	yes (1.10.)	6	
<u>Frontiers in Strategy Research</u>	x		4	yes (tba)	6	presentations
<u>Leadership & Innovation</u>	x		4	yes (1.10.)	6	paper due 7.2.2025
<u>Selected Topics in Organizational Behavior</u>		x	seminar	yes (-5.4.)	6	
<u>Strategy and Leadership</u>	x		4		6	tba



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Final Course Choice Course Selection:

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Bachelor

Master

- The institutes pages:

Cluster

The LMU Munich School of Management is structured in terms of content into clusters and cross-sectional topics. The bundling of competencies in research and teaching guarantee networked communication and professional exchange at a top level. In total, there are five clusters at the School of Management with different research foci. The clusters work closely with the **Centers of Excellence** and other scientific institutions.



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Clusters and interdisciplinary topics

Finance & Insurance	+
Accounting & Taxation	+

Final Course Choice Seminar/ Course Application

- Check the course list regularly for information regarding the application
- Application might be done via an online tool, an Email to the assistant in charge or the LSF. It is mentioned on the LSF course page or on the institute's page and in the [course list](#)
- Registration for the online courses [via moodle](#) or similar will also be indicated in the course page only possible shortly before the semester starts possibly replaced by attendance

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Mit Kennung in der **DFN-AAI** »

Für Angehörige einer Einrichtung im DFN-Verbund

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🔄 International Human Resource Management (Winter 2024-25, Bachelor) 🔍



Teacher: [Helene Tenzer](#)

This course explores the global management of human resources, equipping students with a comprehensive understanding of International Human Resource Management (IHRM) and the analytical skills to evaluate IHRM practices in modern organizations. The course is structured into three main sections:

- 1. Introduction:** This section introduces the international dimension of human resource management, laying the foundation for understanding how HRM practices differ across borders.
- 2. IHRM Functions:** The second section delves into the core functional areas of IHRM, examining how multinational companies manage their global workforce and talent. Topics include:
 - International Assignments
 - International Recruitment, Selection, and Retention
 - International HR Training and Development
 - International Performance Management
 - International Compensation
- 3. IHRM Contexts:** The final section focuses on the contextual factors influencing IHRM policies and practices, including:
 - Regulation and the Changing Context of IHRM
 - People Management in Cross-Border Mergers and Acquisitions
 - Equal Opportunity, Diversity, and Inclusion in the Global Context
 - Corporate Social Responsibility and Sustainability through Ethical HRM Practices

Additionally, the course features insights from practitioners, including presentations from international HR managers and globally mobile professionals, who will share their experiences and validate theoretical concepts with practical examples.

▾ Self enrolment (Student)

Enrolment key

.....

← Normally to be found on the LSF page

Final Learning Agreement

- to be done in the first week(s) of the semester, the earlier the more focus on the courses is possible.
- On the other hand please wait until you are sure to have the FINAL course choice – also check the exam dates to avoid clashes/ time shifts
- Two possibilities (ask the home university which one they prefer):
 - fill in the „Changes“ part in the initial LA
 - set up a new agreement



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Final Learning Agreement

Online Learning Agreement
Incoming Students

heininge@lmu.de

LEARNING AGREEMENT INFO

ID	STATUS	ACADEMIC YEAR	PLANNED PERIOD	CREATED
469816	Changes signed by student/sending/receiving	2023/2024	01/10/2023 - 31/03/2024	12/07/2023 - 03:01:53

General Info Courses **Changes** ToR

STUDENT PERSONAL DATA

First name: [REDACTED] Birth date: [REDACTED]
Last name: [REDACTED]

Please compile your timetable and check the exam dates before you change your Learning Agreement!

Contact Person: [REDACTED] Faculty: [REDACTED]
Res. Person: [REDACTED] Res. Person: LILLI HEININGER, heininge@lmu.de

Exam Registration

You need to register for all exams! Information about exams and exam dates are online:

- In the course descriptions and/or at the exam regulations office
- exams can be held until about 2-3 weeks after the semester ended Klausurmasterplan (when the centrally organized exams take place -> until end of February for sure)
- Registration online via LSF (9.12.2024 - 10.1.2025)*
- No re-take option within the same semester!

* Please note that deviations from this date for some exams are possible. Usually any deviations will be announced in the respective courses



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Exams

- all our exams are handwritten – no Laptops allowed
- Dictionaries mother tongue – German are allowed but **no English Dictionaries**
- you are **not allowed** to bring your **own paper** even not for drafts/ notes etc.
- no watches allowed – those are placed well visible in all rooms



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Special Needs – Compensation for medical reasons

- If you receive a disadvantage compensation at your home university due to a medical diagnosis, please contact me immediately and send me the corresponding confirmation
- It takes time to organize for appropriate possibilities here
- We need to know about it by the last day of registration for an exam at the very latest



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Transcript of Records

Necessary steps to follow:

- Compile your timetable via LSF
- Lecturers and/or LMU Coordinator enter your grades and ECTS credits to LSF
(takes longer for courses not offered by LMU Munich School of Management)
- Generate your transcript of records
- It can take until mid/end September until the transcript is completed

If you need a signed version please get back to me once all grades are available

Confirmation of Attendance: Please contact LMU's International Office!

Our webpage:

<https://www.som.lmu.de/en/studies/study-abroad/incoming/index.html>



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Study abroad - Incoming

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[↓ Further information](#)

[↓ Step by Step: Joining LMU Munich School of Management](#)

[↓ Impressions](#)

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Incoming - international exchange students

You want to study abroad for one or two semesters - at LMU Munich School of Management? Then you will find all the important information on the academic planning and implementation of your stay here.

For organizational matters, please refer to the pages of the [LMU International Office](#).

Step by Step: Joining LMU Munich School of Management

Nomination & Application	+
Academic Calendar	+
Course Selection	+
Exams	+



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Questions ?

Lilli Heininger
heininger@lmu.de

