



Hochschule  
Kaiserslautern  
University of  
Applied Sciences

# INTERNATIONAL BUSINESS WEEK ZWEIBRÜCKEN 2022



**Campus Zweibrücken  
Amerikastraße 1  
66482 Zweibrücken**

# The International Business Week

## About

The International Business Week is a project that takes place annually at the University of Applied Sciences Kaiserslautern. For more than 10 years, students and teachers from different nations have been joining to participate in an international exchange. In the Manufacturing Management Simulation, students put their entrepreneurial skills to the test and put their theoretical knowledge into practice. The competitive aspect ensures excitement and motivation throughout, which helps students acquire management skills in a playful way.



## In-Person and Online Learning

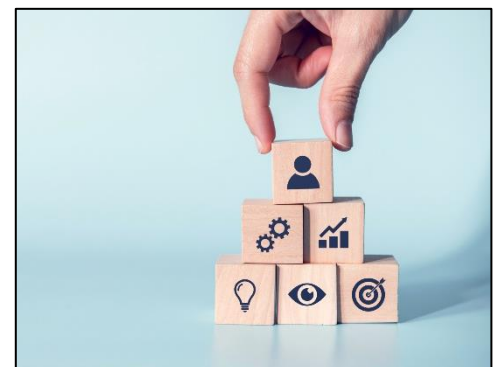
This year we offer a special version of the International Business Week. International students can choose between a participation In-Person and Online at our International Business Week.

**In-Person:** Students and teachers meet each other and work together at our Campus in Zweibrücken.

**Online:** The simulation game runs in a cloud system and contact takes place via Zoom. Students and teachers from different universities can get to know each other and exchange experiences in comfortable breakout sessions.

## Target Group

The International Business Week aims primarily at Bachelor students in their 2nd and 3rd academic year. The simulation focuses on the area of business administration and management. This includes economics, marketing, controlling, human resources, etc. With the help of the simulation, students can experience the effects of management decisions first hand.



## Program (In-Person) – Preliminary

Day	Hours	Subject
14.03.2022	14.00-15.45	Introduction at auditorium
	15.45-16.00	Break
	16.00-18.00	Presentation of the International Schools
	18.00-20.00	International Flavors
15.03.2022	10.00-12.00	Group building; Simulation: Period 1 Decisions Presentation Preparation: Goals and Strategies
	12.00-14.00	Break
	14.00-16.00	Simulation: Period 1 Feedback Presentations: Goals and Strategies Simulation: Period 2 Decisions
	16.00-17.00	Guest Lecture
	17.00-open end	Leisure time activity (tba)
16.03.2022	10.00-12.00	Simulation: Period 2 Feedback; Period 3 Decisions
	12.00-14.00	Break
	14.00-16.00	Simulation: Period 3 Feedback; Period 4 Decisions
	16.00-open end	Optional program: City visit Saarbrücken, Fashion outlet etc.
17.03.2022	10.00-12.00	Simulation: Period 4 Feedback; Period 5 Decisions
	12.00-14.00	Break
	14.00-16.00	Preparation of Final Presentations
	18.00-open end	Students Dinner (optional)
18.03.2022	10.00-11.30	Final presentations
	11.30-12:00	Jury results and certificates; Closing of IBW



## Program (Online) – Preliminary

Day	Hours	Subject
14.03.2022	14.00-15.45	Introduction at auditorium
	15.45-16.00	Break
	16.00-18.00	Presentation of the International Schools
15.03.2022	10.00-12.00	Group building; Simulation: Period 1 Decisions Presentation Preparation: Goals and Strategies
	12.00-14.00	Break
	14.00-16.00	Simulation: Period 1 Feedback Presentations: Goals and Strategies Simulation: Period 2 Decisions
	16.00-17.00	Guest Lecture
16.03.2022	10.00-12.00	Simulation: Period 2 Feedback; Period 3 Decisions
	12.00-14.00	Break
	14.00-16.00	Simulation: Period 3 Feedback; Period 4 Decisions
17.03.2022	10.00-12.00	Simulation: Period 4 Feedback; Period 5 Decisions
	12.00-14.00	Break
	14.00-16.00	Preparation of Final Presentations
18.03.2022	10.00-11.30	Final presentations
	11.30-12:00	Jury results and certificates; Closing of IBW



# Description of the Management Game “TOPSIM - Manufacturing Management”

TOPSIM - Manufacturing Management is a business management game that establishes a link between business management theory and business management in practice. The simulation presents a realistic model of a company and thus provides participants with the opportunity to gain practical experience in a risk-free environment. It is an interactive teaching and learning system.

**TOPSIM®**  
LEARNING BUSINESS BY DOING BUSINESS



## The Training Objectives of the Simulation Game

- Recognizing and formulating the general conditions for commercial success
- Experiencing relationships in business management by adopting a holistic approach
- Defining goals and strategies, and realizing them in an environment in which economic and ecological factors play significant roles
- Deriving insights and decisions from industry figures which can be put into practice
- Coping with complex decision making in uncertain situations
- Developing a sense for the essential and a holistic view on business
- Learning how to define and solve problems
- Practicing effective communication through visualization

# The University of Applied Sciences

The University of Applied Sciences Kaiserslautern considers itself as a "new kind of university", that is a competent, cooperative and, in particular, customer-oriented partner of students, businesses and the public. A major strength of the college is the emphasis on practice and application-oriented teaching. The faculty of Business Administration offers Bachelor Degrees as well as Master Degrees, which are all accredited. Especially, the study program Financial Services focuses on qualified and professional work in insurance companies, banking companies, investment companies, consulting and brokerage operations as well as in the finance departments of firms of all branches of industry.

## Campus Zweibrücken



The simulation will take place in building Q.  
In building M, you can find the dining hall.

# Accommodation

## The Hostel

We guarantee 4 nights (March 14-19, 2022). We offer students the accommodation in four-bed-rooms in the Youth Hostel in Homburg. The hostel is located close to the city center and can be reached within 15 min. by car from the school where the program will take place. For the students arriving by train, we will arrange the transport to our school.

For further information click on the link below:

<http://www.diejugendherbergen.de/die-jugendherbergen-auf-einen-blick/homburg/portrait>



## Costs

**In-Person: € 240 - per student.**

(All breakfasts and lunches as well as transportation are included).

**Online: € 71,40 per student.**

## Registration

The deadline for registration is November 30, 2021.

## Contact

For more information, please contact:

**Prof. Dr. Christian Armbruster**

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