



# Blended Intensive Program (BIP)

## Analysis of Real Companies in the Tourism Environment

Winter Term 2021/22



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- Students from Hochschule Kaiserslautern (UAS)
- Students from our Partner Schools (projected)
  - Belgium: UCLL (Leuven)
  - Belgium: EPHEC
  - Czech Republic: College of Polytechnics Jihlava
  - Israel: The Academic College of Tel Aviv Yaffo
  - Portugal: IPS - Instituto Politécnico de Setúbal
  - The Netherlands: Rotterdam University of Applied Sciences

## Business Simulation: Topsisim General Management

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### Experiential Learning with Business Simulations

TOPSIM designs engaging learning experiences that help participants develop core skills and foster entrepreneurship.

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## Real Companies in the Tourism Environment

- Hotels: Accor, Marriott
- Tourist rail- and cableways: Jungfraubahn Holding
- Travel and accommodation services: Booking.com, AIRBNB
- Camper Manufacturers: Thor (Hymer)



- November: 4 Online-Sessions
  - once a week
  - 90 minutes each
  
- 5th – 10th of December: Block Course In-Person in Oberjoch



- **Online 1 (Week 45)**
  - Program Presentation
  - Get to know teach other
  - Intro Simulation
  - Team building
  - Task: P1
- **Online 2 (Week 46)**
  - Feed Back P1
  - Break out: Start P2
  - Task: Finish P2 + Prepare Strategy Presentation



- **Online 3 (Week 47)**
  - Feed Back P2
  - Break out: Give Strategy Presentation + Start P3
  - Task: Finish P3
  
- **Online 4 (Week 48)**
  - Feed Back P3
  - Introduction: Real Company Analysis Presentation
  - Assignments of Real Companies to teams
  - Task: Analyze your Real Company
  - Travel Information



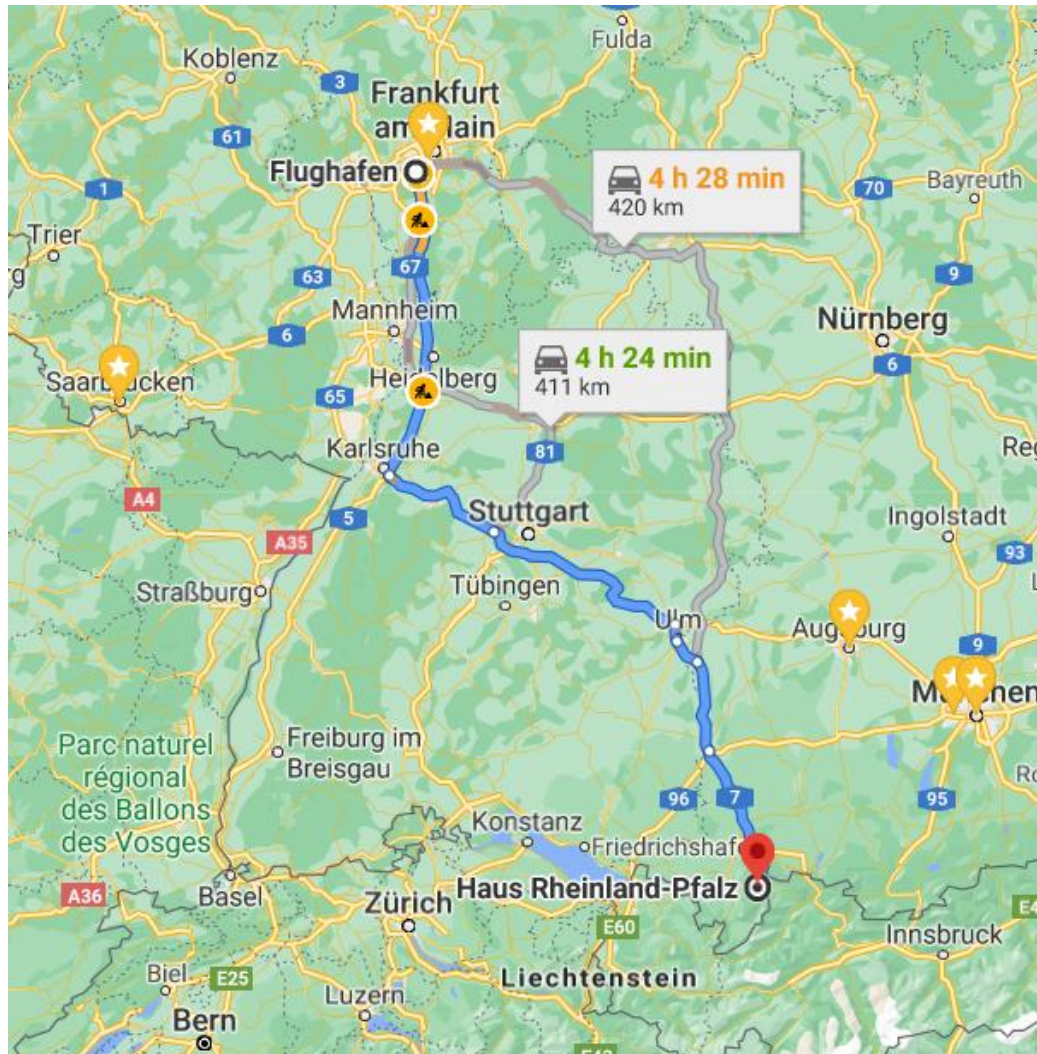
- **Sunday, 05/12**
  - 12.00: Meet at Frankfurt Airport
  - Bus Transfer -> Oberjoch
  - Check In Hostel
  
- **Monday, 06/12**
  - 9.00–10.30: Business Simulation P4
  - 11.00-12.30: Preparation Shareholder's meeting
  - 13.00-17.00: Free time
  - 17.00-18.30: Shareholder's meeting

- **Tuesday, 07/12**
  - 9.00–10.30: Real Company Analysis, Task: Analyze your Company
  - 11.00-12.30: Task: Prepare your Company Presentation (30 minutes)
  - 13.00-15.00: Free time
  - 15.00-18.30: Excursion
- **Wednesday, 08/12**
  - 9.00–10.30: Thor, Jungfrau Holding
  - 11.00-12.30: Booking.com, AirBNB
  - 13.00-15.00: Free time
  - 15.00-16.30: Company Visit: Oberjoch Cableways
  - 16.30-18.30: CEO Oberjoch Cableways + Tourism Director Bad Hind.

- **Thursday, 09/12**
  - 9.00–10.30: Accor, Marriott
  - 11.00-12.30: Task: Prepare Final Presentation (10 minutes)
  - 13.00-17.00: Free time
  - 17.00-18.30: Owner Prinz-Luitpold-Bad Hotel
- **Friday, 10/12**
  - 9.00–10.30: Final Presentations
  - 10.30-11.00: Wrap up and Closing
  - 11.00: Bus Transfer -> Frankfurt Airport
  - 17.00: Individual Journey back to home countries



<https://www.haus-rheinland-pfalz.de/>



- 05/12:
  - 12.00: Meet at Frankfurt Airport
  - Bus Transfer -> Oberjoch
- 06/12-10/12: Block Course (Mo.-Fr.: Presence)
- 10/12:
  - 11.00: Bus Transfer -> Frankfurt Airport
  - 17.00: Individual Journey back to home countries





- Hostel:
  - 47,50€ / night (half-board)
  - 237,50€ / 5 nights
- Bus, Business Simulation, etc.  
covered by Erasmus funding



- Corona: all participants have to be fully vaccinated or recovered
- Corona risk: if In-Person is not allowed -> Block Week online
- Number of Participants per Partner
- Is this presentation sufficient for your students?
- ...







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## TOPSIM® – GENERAL MANAGEMENT

Companies are complex systems with complex structures and a wide range of roles. To be successful, decision-makers must understand the context and situation within the company and how various internal and external factors interact. TOPSIM – General Management illustrates these challenges and improves players' ability to take a networked approach.

### ABOUT TOPSIM – GENERAL MANAGEMENT

- ▶ The competitive industry simulation game TOPSIM – General Management is an advanced management simulation that demonstrates the complex issues being faced by a medium-sized production firm in the printer and photocopier sector. Players act as the managers, taking strategic and operational decisions in marketing, sales, research and development, purchasing, manufacturing, human resources and administration. They learn how to deal in a structured way with a large amount of information, and to assess the implications of their decisions.

*Example: sales and corporate identity decisions*

SALES	
Price Market 1 (€UR)	COPY Classic 4,690
Price Market 2 (€CU)	0
Advertising Market 1 (m€EUR)	12,300
Advertising Market 2 (m€EUR)	0,69

SALES		
	Market 1	Market 2
Sales (k€ Pörse)	30	9

CORPORATE IDENTITY	
Corporate Identity (m€EUR)	0,69

### TOPICS COVERED

Fields: Business Administration, in particular Business Management

- ▶ Value-based management
- ▶ Mission statement (vision, mission and goals)
- ▶ Strategic marketing (competitor analysis, marketing mix, product life cycles and corporate identity)
- ▶ Business development
- ▶ Human resource planning, staff training, productivity and attrition
- ▶ Product management
- ▶ Procurement management (make-or-buy decisions and global sourcing)
- ▶ Ecological production and rationalisation
- ▶ Investment and capacity planning
- ▶ Finance and accounting (cost accounting, break-even analysis, financial planning, balance sheets, income statements, cash flow statements and key performance indicators)

### GENERAL LEARNING OBJECTIVES OF TOPSIM – SIMULATION GAMES

- ▶ Recognize and consider internal and external conditions for business success in a dynamic competitive environment
- ▶ Select and implement strategies to achieve targets
- ▶ Evaluate business data
- ▶ Effective decision-making in a team
- ▶ Assess the implications of decisions





## TNB01: Executive Summary

Period: 0

TOPSIM - General Management

Pro Scenario 8 Periods v15.3

Company 1

### GENERAL

		P 0
Share Price	EUR	186
Net Income/ Net Loss	mEUR	6.52
Revenue Total	mEUR	129.00

### 1. MARKET

		P 0
Total Sales COPY Classic	Units	43,000
Revenue Total COPY Classic	mEUR	129.00

### COPY CLASSIC | MARKET 1

		P 0
Sales	Units	43,000
Planned Sales	Units	50,000
Revenue	mEUR	129.00
Market Share	%	16.67

**TNB11: Profit and Loss Statement**

Period: 0

TOPSIM - General Management Pro Scenario 8 Periods v15.3 Company 1

Total Cost Accounting		Cost of Sales Accounting	
	mEUR		mEUR
Sales Revenue	129.00	Sales Revenue	129.00
+ Other Income	0.00	+ Other Income	0.00
+ Increase / Decrease of the Stock of Finished Products	-6.58	- Cost of Goods Sold	88.95
- Material Expenses	26.00	- R&D	2.31
- Personnel Costs	-	- Sales	14.04
- Wages / Salaries	37.46	- Administration	9.79
- Hires / Dismissals	0.98	- Other Expenses	0.00
- Pension Reserves	1.87		
- Other Staffing Costs	14.99		
- Depreciation	7.75		
- Other Expenses	19.46		
<b>= Operating Income</b>	<b>13.91</b>	<b>= Operating Income</b>	<b>13.91</b>
Net Income/ Net Loss			mEUR
+ Investment Income			0.00
- Interests for Short- and Long-term Loans			0.00
- Interests for Overdraft Loan			3.04
<b>= Financial Result</b>			<b>-3.04</b>
<b>= Earnings before Tax</b>			<b>10.87</b>
- Income Tax			4.35
<b>= Net Income/ Net Loss</b>			<b>6.52</b>

## ECONOMIC FORECAST PERIOD 1

1/1

### General Economic Situation

The capital market turmoil of the previous year is still impacting the economic development. Banks continue to be reluctant to enter into new credit agreements forcing businesses in some industries to delay investments. Experts expect a slow start into the new year with growth picking up in the 3<sup>rd</sup> and 4<sup>th</sup> quarters:

- Gross domestic product will grow by an average of 1.5 % in real terms.
- Wages and salaries will grow moderately by 2 %.

### News from the Copy Industry

The following information about the market for copy machines is available:

Depending on the price levels, the market for color copiers is expected to grow by 3-5 %. The main driving force is replacement sales, with customers becoming more conscious of the price and technology levels provided.

## DECISION FORM PERIOD 1

Company\_\_\_\_\_

<b>Sales</b>		<b>COPY Classic</b>		
		<b>Market 1</b>		
	<b>Price (per unit)</b>	EUR		
	<b>Advertising</b>	mEUR		
				<b>Market 1</b>
	<b>Market Res. Report</b>	Yes: <input type="radio"/>	<b>Sales Staff</b>	no. of ppl.
	<b>Bulk Buyer</b>		units	
<b>R&amp;D</b>		<b>Technology</b>		
	<b>COPY Classic</b>	no. of ppl.		



<b>Production</b>		<b>COPY Classic</b>	
	<b>Production Volume</b>		units
	<b>Production Lines</b>	<b>Type A</b>	
	<b>Investment</b>		no. of new lines
	<b>Disinvestment</b>		no. of line(s)
	<b>Production Staff - hire / dismiss (-)</b>		ppl.

<b>Planned figures</b>		<b>COPY Classic</b>	
		<b>Market 1</b>	
	<b>Sales</b>		units