

Blended Intensive Program Winter Term 2021/22



**Analysis of Real Companies
in the Tourism Environment**

Blended Intensive Program (BIP)

About

Students from partner universities and from Kaiserslautern University of Applied Sciences take part in two different forms of teaching: They first meet in online sessions and finally in person for a block course in Oberjoch. They combine theory and practice by applying their knowledge in a business simulation. In the course, they manage different aspects of a company in the simulation game "TOPSIM - General Management" and analyze various real companies who are active in the Tourism Environment.



Target Group

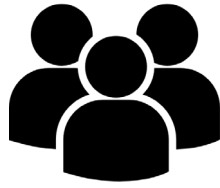
The Blended Intensive Course aims primarily at Bachelor students in their 2nd and 3rd academic year. The simulation focuses on the area of business administration and management. This includes economics, marketing, controlling, human resources, etc. With the help of the simulation, students can experience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



Online-Sessions in November

Once a week | 90 minutes each

Session	Week	Subject
Online 1	Week 45	<ul style="list-style-type: none"> - Program Presentation - Get to know teach other - Intro Simulation - Team building - Task: P1
Online 2	Week 46	<ul style="list-style-type: none"> - Feed Back P1 - Break out: Start P2 - Task: Finish P2 + Prepare Strategy Presentation
Online 3	Week 47	<ul style="list-style-type: none"> - Feed Back P2 - Break out: Give Strategy Presentation + Start P3 - Task: Finish P3
Online 4	Week 48	<ul style="list-style-type: none"> - Feed Back P3 - Introduction: Real Company Analysis Presentation - Assignments of Real Companies to teams - Task: Analyze your Real Company - Travel Information



Block Week in December

In-Person | Oberjoch

Day	Hours	Subject
Sunday 05.12.2021	12.00	Meet at Frankfurt Airport Bus Transfer → Oberjoch Check In Hostel
Monday 06.12.2021	9.00–10.30 11.00-12.30 13.00-17.00 17.00-18.30	Business Simulation P4 Preparation Shareholder's meeting Free time Shareholder's meeting
Tuesday 07.12.2021	09.00-10.30 11.00-12.30 13.00-15.00 15.00-18.30	Real Company Analysis, Task: Analyze your Company Task: Prepare your Company Presentation (30 minutes) Free time Excursion
Wednesday 08.12.2021	09.00-10.30 11.00-12.30 13.00-15.00 15.00-16.30 16.30-18.30	Thor, Jungfrau Holding Booking.com, AirBNB Free time Company Visit: Oberjoch Cableways CEO Oberjoch Cableways + Tourism Director Bad Hind.
Thursday 09.12.2021	09.00-10.30 11.00-12.30 13.00-17.00 17.00-18.30	Accor, Marriott Task: Prepare Final Presentation (10 minutes) Free time Owner Prinz-Luitpold-Bad Hotel
Friday 10.12.2021	09.00-10.30 10.30-11.00 11.00 17.00	Final Presentations Wrap up and Closing Bus Transfer -> Frankfurt Airport Individual Journey back to home countries

Description of the Management Game “TOPSIM - General Management”

TOPSIM - General 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.

SALES	R & D	PURCHASING
 <p>In this department, you have to make all market-related decisions.</p>	 <p>Here, you decide on the product features of your copier.</p>	 <p>You are planning the procurement of input materials required for production in this department.</p>
PRODUCTION	HUMAN RESOURCES	FINANCE & ACCOUNTING
 <p>Here, you are planning the production of your copier.</p>	 <p>You decide how and where to deploy your staff.</p>	 <p>In this department, you take care of the financial situation of your company.</p>

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

Oberjoch in Bavaria

Haus Rheinland-Pfalz

“Haus Rheinland-Pfalz” is located in the middle of the Allgäu Alps, in Oberjoch / Bad Hindelang.

For further information click on the link below:

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



Costs

Hostel: € 237,50 for 5 nights.

Bus, Business Simulation, etc.: Covered by Erasmus funding.

Registration

The deadline for registration is 30/10/2021.

Contact

For more information, please contact:

Prof. Dr. Christian Armbruster

E-Mail: Christian.Armbruster@hs-kl.de