



Hochschule
Kaiserslautern
University of
Applied Sciences

Blended Intensive Program

INTERNATIONAL TRAINING IN BUSINESS CASE ANALYSIS
WINTER TERM 2022-2023



Blended Intensive Program (BIP)

About

The students from the partner universities and the University of Applied Sciences Kaiserslautern take part in two different forms of teaching methods:

- Students first take part in online lectures on "How to solve business cases"
- Then they apply the gained knowledge in an in-person week in Oberjoch.

In the course of this BIP, students will combine theoretical and practical knowledge to solve case studies.

Target group

The Blended Intensive Program is primarily aimed at Bachelor students in their 2nd and 3rd academic years. The case studies focus on the area of business administration and management. This includes economics, marketing, controlling, human resources, etc. With the help of case studies, students will be trained how to identify problems of a company and find creative solutions to these problems in teams.

Online-Lectures Nov.-Dec. 2022

How to solve Business Cases

Session	Date	Time	Subject
Online lecture 1	14.11.	8:00-9:30	A case analysis framework
Online lecture 2	21.11.	8:00-9:30	Guidelines for an operational approach to case and problem analysis
Online lecture 3	28.11.	8:00-9:30	Pitfalls to avoid in case analysis
Online lecture 4	05.12.	8:00-9:30	Communicating case analyses

December In-Person-Week in Oberjoch

Day	Date	Time	Subject
Sun	11.12.		Travel to Sonthofen Train Station Shuttle to Oberjoch & Check in to hostel
Mon	12.12.	9.00-12.30 13.00-18.30	Work on Case Studies Trip to Neuschwanstein Castle
Tue	13.12.	9.00-12.30 13.00-15.00 15.00-16.30 16.30-18.30	Work on Case Studies Free time Company Visit: Oberjoch Cableways Meeting with the CEO of Oberjoch Cableways and with the Tourism Director of Bad Hindelang
Wed	14.12.	9.00-12.30 13.00-17.00 17.00-18.30	Work on Case Studies Trip through the Alps Work on Case Studies
Thu	15.12.	9.00-12.30 13.00-15.00 15.00-16.30 17.00-18.30	Work on Case Studies Free time Final Presentations Meeting with the Owner of Prinz-Luitpold-Bad Hotel
Fri	16.12.	8.30-9.00 9.00-10.00 10.00	Wrap up and Closing Shuttle from Oberjoch to Sonthofen Train Station Individual Journey back to home countries

Program objectives

Students will be able to

- analyze case studies based on methodological and theoretical principles
- recognize and call into question business problems of managers in different aspects of business operations
- apply the learned business knowledge and the methodological skills related to case studies into business problems
- work in an organized manner with limited information, time and human resources to find the best possible solution to business processes
- prepare and deliver a coherent presentation successfully

Oberjoch in Bavaria



**HAUS
RHEINLAND-
PFALZ**

DAS HAUS FÜR VEREINE GRUPPEN- UND KLASSENFAHRTEN ZIMMER & ANGBOTE OBERJOCH

HERZLICH WILLKOMMEN

Haus Rheinland-Pfalz

In the middle of the Allgäu Alps, on the outskirts of Oberjoch, lies the house of the Rhineland-Palatinate. Here, the coziness of the fireplace room meets the alpine world of sports. An ideal place for club holidays, courses of sport federations & sport associations and family (or group) journeys. From sporty ambitious to instructive concentrated the house offers suitable possibilities for all age groups.

For further information click on the link below:
<https://www.haus-rheinland-pfalz.de/>

Costs Hostel: € 57,50 per night (half-board)
 € 287,50 for 5 nights

Program, Case Studies, etc.: covered by Erasmus funding

Registration deadline is October 30th, 2022.

For more information, please contact:

Mr. Gulomjon Khudayberganov (Gulomjon.Khudayberganov@hs-kl.de)