



**Hochschule  
Kaiserslautern**  
University of  
Applied Sciences

# **INTERNATIONAL BUSINESS WEEK**

## **ZWEIBRÜCKEN**



**Campus Zweibrücken**  
**Amerikastraße 1**  
**66482 Zweibrücken**

# About Zweibrücken

## The City

In 2002, Zweibrücken celebrated its 650 anniversary. It is a lovely place to live and a delightful place for visitors to explore and experience. Cultural events, lively street parties and originality are just a few aspects that make this city so lovable. Zweibrücken is the capital of the old duchy of the Pfalz.

Fun fact: Did you know that Barack Obama's Great-Great-Grandmother, who herself was of the royal duchy house of the Netherlands, came from this region.

You can take in a lot of sights: The city's three great churches, the historic library *Bibliotheca Bipontina*, the ducal palace and the old ducal district with the city's museum are all worth a visit.

## Points of Interest



## The Rose Garden



The rose garden is entitled *Europe's Rose Garden* not only because of its location in Central Europe, but because of its uniqueness. In today's garden, emphasis has been placed on the combination of roses with other garden plants such as perennials, annuals, shrubs and bushes of all kinds. Yet, roses still dominate the 13-acre scenery. You can find the oldest and most recent hybridizations, the rarest and most magnificent roses that international horticulture has achieved. The rose garden is worthwhile a visit.

Furthermore, the Fashion Outlet is extremely popular: Over 120 must-have brands and more than 120 stylish shops offer all you could wish for regarding 'Fashion & Style': Altogether a unique world of shopping.

## Zweibrücken Fashion Outlet



## The Landschloss Fasanerie



As the former summer residence of the Polish King Stanislaus Leszcynski, the *Landschloss Fasanerie* is located in the heart of a beautiful natural park.



## The Program – Preliminary

Day	Hours	Subject
12.03.2018	13.00-14.00 14.00-14.30 14.30-16.30 16.15-1.00 17.00-18.00 18.00	Check-in at the hostel Arrivals at the campus in Zweibrücken <b>Room Q106/107</b> Introduction at auditorium Group building and tour on campus Presentation of the international schools <b>Room Q106/107</b> International Flavors and Dinner
13.03.2018	09.30-12.00 12.00-13.00 13.00-15.00 15.30-open end	Simulation <b>Room Q106/107</b> Lunch Simulation <b>Room Q106/107</b> Leisure time activity (Bowling)
14.03.2018	09.00-11.30 11.30-12.30 12.30-14.30 14.30-open end	Company visit at Karlsberg Brauerei in Homburg Lunch Simulation <b>Room Q106/107</b> Optional program: -City visit Saarbrücken -Fashion outlet or The Rose Garden in Zweibrücken
15.03.2018	09.30-10.30 10.30-12.00 12.00-13.00 13.00-14.30 14.30-16.30 18.00	Guest lecture <b>Room Q106/107</b> Simulation <b>Room Q106/107</b> Lunch Work on simulation <b>Room Q106/107</b> Preparation of simulation presentations <b>Room Q106/107</b> Dinner at the Homburger-Hof (optional)
16.03.2018	09.30-11.00 11.30-12.00 12.00-13.00 13.00	Final presentations <b>Room Q106/107</b> Jury results and certificates <b>Room Q106/107</b> Lunch Departure



# 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.

## The Hostel

We guarantee 4 nights (from 12th till 16th). 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

Costs for the International Business Week is only € 220, - per student.  
(all breakfasts and lunches as well as transportation are included).

## Contact

For more information please contact:

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# 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 quickly gain practical experience in a risk-free environment. It is an interactive teaching and learning system.



## 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