



Hochschule  
Kaiserslautern  
University of  
Applied Sciences

Betriebswirtschaft  
Zweibrücken

# International Business Week

## Zweibrücken Germany – March 2017

Dear colleagues,

we would like to invite you to participate in our International Business Week which will take place from 13<sup>th</sup> until the 17<sup>th</sup> of March 2017 at the University of Applied Sciences Kaiserslautern – Campus Zweibrücken.

This year we will experience the:

***Management of an international acting and competing company.***

Students are challenged to manage their own company in a strategic management simulation that establishes a link between management theory and business practice. In the attachment you also find the Participants Manual of TOPSIM®-General Management II. In our opinion it is one of the best business simulations ever!

During the week students from different course of studies and countries will work together in multinational groups. Management expertise is not required. Common sense, creativity and enthusiasm will be enough.

Please inform your students and invite them to this International Business Week.

Application and accommodation forms should be returned electronically before 1<sup>st</sup> of December 2016 to Katharina.vaeth@hs-kl.de.

If you have questions, don't hesitate to contact us. We hope to see you and your students in Zweibrücken next March.

Best regards,

Prof. Dr. Christian Armbruster

Katharina Väh



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 but a few aspects that make this city so lovable. Zweibrücken is the capital of the old duchy of the Pfalz, where Barack Obama's Great-Great-Grandmother came from, herself of the royal duchy house of the Netherlands.

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 it is unique. 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 well worth a visit.

Furthermore, the style outlets are 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.

## The style outlets



## The Landschloss Fasanerie



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



## The Program - Preliminary

Day	Hours	Subject
13.03.2017	14.00-15.00 15.00-16.30 16.30-18.00 18.00-18.30 19.00	Arrivals at the campus in Zweibrücken Introduction at Auditorium Simulation schedule and introduction International schools presentation Formation of groups & tour through the building Check-in and dinner at the hostel
14.03.2017	09.30-11.30 12.00-13.00 13.00-14.00 14.00-15.30 15.30-16.30 17.00	Work on simulation City museum Lunch Work on simulation International Flavours Social activities
15.03.2017	09.00-11.00 11.30-13.30 13.30-14.30 14.00	Company Visit Work on simulation Lunch Options for free programme: -City visit Saarbrücken -Style outlet or The Rose Garden in Zweibrücken
16.03.2017	09.30-12.00 12.00-13.00 13.00-14.30 14.30-16.30	Work on simulation Lunch Work on simulation Preparation of simulation presentations Free programme in the evening
17.03.2017	09.30-11.00 11.30-12.00 12.00-13.00 13.00	Final presentations Jury results and certificates Lunch Departure



# The University of Applied Sciences

The University of Applied Sciences Kaiserslautern sees 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 particular 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. In particular, the Financial Services study course 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



# Accommodation

## The hostel

We guarantee 4 nights (from 13th till 17th). We offer students the accommodation in rooms for four persons in the Kardinal-Wendel Haus in Homburg. It is close to the city center and 15 minutes by car from the school where the programme will take part. We will arrange the transport to our school for the students arriving by train.

Further information: <http://www.kardinal-wendel-haus.de/startseite/>



## Costs

Cost for the International Business Week is only € 205, - per student.  
(all breakfasts and lunches as well as transportation are included).

## Contact

For more information please contact:

**Katharina Väh**

E-Mail: [katharina.vaeth@hs-kl.de](mailto:katharina.vaeth@hs-kl.de)

Tel.: +49 (0)631 / 3724 – 5898

# Description of the management game “TOPSIM - General Management II”

TOPSIM - General Management II 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 the lasting effects of a practical experience in a risk-free environment. It is an interactive teaching and learning system based on the principle:



## 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

# Application Form

**International Business Week Zweibrücken (March 13<sup>th</sup>-17<sup>th</sup> 2017): list with lecturers and students from .....**

Please mail this form to Katharina Väth (Katharina.vaeth@hs-kl.de) before **December 1<sup>st</sup>, 2016**.

Remark: fill in the name of your institution in the ... area in the title of the document; thank you for your cooperation.

## Subscription fee

participation *Business Week* (including 4 lunches and 1 dinner and **4 nights** in the youth hostel):      students x €205 =      €

participation Business Week (including lunch and dinner without lodging):      students x €120 = \_\_\_\_€

extra nights (€20 per night per person):      \_\_\_\_\_ €

**Total:**      \_\_\_\_\_ €

After registration you will receive an invoice.

Please, deposit the **subscription fee** before **January 31<sup>st</sup>, 2017** on the following account:

IBAN: DE41 5425 0010 0075 0413 19

BIC: MALADE51SWP

Sparkasse Südwestpfalz

Our references:

Hochschule Kaiserslautern

Department of Business Administration

Prof. Dr. Christian Armbruster

Amerikastr. 1

D-66482 Zweibrücken

## Lecturer(s)

NAME AND FIRST NAME	E-MAIL	DATE ARRIVAL	DATE DEPARTURE





**Students:**

<b>GENDER: M OR F</b>	<b>NAME AND FIRST NAME</b>	<b>PASSPORT NUMBER</b>	<b>E-MAIL</b>	<b>DATE OF BIRTH</b>	<b>DATE ARRIVAL</b>	<b>DATE DEPARTURE</b>	<b>HOSTEL: Y/N</b>

**APPLY NOW!**