



Hochschule  
Kaiserslautern  
University of  
Applied Sciences



# International Business Week/BIP

11 -15 March 2024

Campus Zweibrücken

The IBW is a project that takes place annually at the University of Applied Sciences Kaiserslautern. For more than 10 years, international students and lecturers have been joining to participate in an international exchange. **Join now!**

Price  
**€ 245**  
/Person\*

## Package Include

- ✓ IBW/BIP Program
- ✓ Company visit
- ✓ Accommodation
- ✓ Breakfast and lunch

## Arrival Point



11th March 2024



Youth Hostel

Hohenburg-Jugendherberge  
Am Mühlgraben 30  
66424 Homburg (Saar)

Contact Us

+49-631 3724 5896

maria.hasenfratz@hs-kl.de

# About Zweibrücken

## The city

In 2002, Zweibrücken celebrated its 650th 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.

## Points of Interest

There are many sights to visit: 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.



## 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 Leszczyński, the *Landschloss Fasanerie* is located in the heart of a beautiful natural park.



# 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 International Business Week/ BIP

## About

The International Business Week is a project that takes place annually at the University of Applied Sciences Kaiserslautern. For more than 10 years, students and lecturers from different nations have been joining to participate in an international exchange. In the **“Bike”-Simulation Business Management**, students put their entrepreneurial skills to the test and put their theoretical knowledge into practice. The competitive aspect ensures excitement and motivation throughout, which helps students acquire management skills in a fun way.

## IBW versus BIP

This year we are offering two options: Our International Business Week and our Blended Intensive Program (BIP).



### 1. IBW

This is an offer for all international students: You participate in our in-person week from 11 March to 15 March 2024 at the University of Applied Sciences Kaiserslautern, Campus Zweibrücken. You don't have any further obligations.

### 2. BIP

This is an offer for students of our Erasmus+ partner schools: Firstly, you participate in our in-person week from 11 March to 15 March 2024 at the University of

Applied Sciences Kaiserslautern, Campus Zweibrücken. Secondly you must participate in 4 online sessions 90 minutes each. Students joining the BIP are eligible to Erasmus+ funding. Please contact your International Relations Office at your home university for more information.

## Target Group

The IBW/BIP is aimed primarily at Bachelor students in their 2nd and 3rd academic years. 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 firsthand.



# Preliminary Program

Day	Time	Subject
11.03.2024	14.00-15.15	Introduction at auditorium
	15.15-15.30	Short break
	15.30-17.00	Group building; Simulation: Period 1 Decisions
	17.00-18.30	Presentation of the International Schools
	18.30-20.30	International Flavors and Dinner
12.03.2024	10.00-12.00	Simulation: Period 1 Feedback Simulation: Period 2 Decisions
	12.00-13.00	Break (lunch)
	13.00-14.30	Simulation: Period 2 Feedback Simulation: Period 3 Decisions
	14.45-16.15	Guest Lecture
	16.15-16.30	Coffee Break
	16.30-19.00	Leisure time activity (tba)
	19.00-open end	
13.03.2024	9.00-17.00	Excursion to the Bike Manufacturer (tba)
	17.00-open end	Transfer to the hostel
14.03.2024	10.00-12.00	Simulation: Period 3 Feedback Simulation: Period 4 Decisions
	12.00-13.00	Break (lunch)
	13.00-15.00	Simulation: Period 4 Feedback Simulation: Period 5 Decisions
	15.00-15.15	Break
	15.15-17:00	Preparation of Final Presentations
	18.00-open end	(Optional) Dinner at the Homburger-Hof, Homburg
15.03.2024	10.00-11.30	Final presentations
	11.30-12:00	Jury results and certificates; Closing of IBW
	12.00-13.00	Lunch

# Description of the “Bike”-Simulation Game “TOPSIM – Business Management”

TOPSIM – Business Management offers a challenging, computer-based management simulation. Together with team-mates participants form a business team that will take over the leadership of a company in the **bike** industry. The simulation presents a realistic model of a company and provides participants the opportunity to **learn quickly in a risk-free way, gain practical experience** and **with lasting long-term effects**.

The management simulation is an interactive teaching and learning system based on the principle of **LEARNING BUSINESS BY DOING BUSINESS**.

**TOPSIM®**  
LEARNING BUSINESS BY DOING BUSINESS



## The Training Objectives of the Business Management

- Make better business decisions
- Think more effectively about the links between different decision areas
- Define economic goals and strategies and implement them in a dynamic environment
- Understand the fundamentals of marketing
- Analyze financial figures and put knowledge into practice
- Learn to use business tools like cost accounting and income analysis
- Maintain control over the business under uncertain conditions
- Learn to think and act in an interdisciplinary way
- Develop the ability to structure and solve problems
- Develop a view for the essential problems
- Practice effective communication through visualization
- Define and solve problems in teams with the help of data-processed planning models



# Accommodation

## The Hostel

Students will be provided with accommodation for 4 nights (March 11-15, 2024) in four-bed-rooms in the Youth Hostel in Homburg (Saar).

The hostel is located close to the city center. From the hostel it takes only 15 minutes to get to Campus Zweibrücken by car. For the students arriving by train, we will arrange a transport from the youth hostel to our school.

If you arrive earlier or depart later, you will have to book additional nights yourself. For this please contact directly the youth hostel.



For further information click on the link below:

<https://www.jugendherberge.de/en/youth-hostels/homburg/portrait/>

## Costs

**In-Person: € 245 per student.**

(All breakfasts and lunches as well as transportation are included).

## Registration

The deadline for registration is November 30, 2023.

## Contact

For more information, please contact:

**Maria Hasenfratz**

E-Mail: [maria.hasenfratz@hs-kl.de](mailto:maria.hasenfratz@hs-kl.de)



# Application Form

**International Business Week Zweibrücken (March 11<sup>th</sup>-15<sup>th</sup> 2024): list with lecturers and students from .....**

Please mail this form to Gulomjon Khudayberganov (gulomjon.khudayberganov@hs-kl.de) before **November 30th, 2023**.

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

## Participation fee

Participation *Business Week (In-Person)*                      students x € 245 =    **Total:**            €

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After the IBW/BIP, you will receive an invoice.

Invoice Address (name, address, contact person and email address whom the bill has to be addressed to)	<u>Our references:</u>
	Hochschule Kaiserslautern University of Applied Sciences Department of Business Administration Prof. Dr. Christian Armbruster Amerikastr. 1 D-66482 Zweibrücken



Lecturer(s)

NAME AND FIRST NAME	E-MAIL

Students:

[illegible]