



Hochschule  
Kaiserslautern  
University of  
Applied Sciences

# International Business Week/ BIP

10th - 14th March 2025



Campus Kammgarn, Kaiserslautern

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!**



## Package includes

- ✓ IBW/BIP Program
- ✓ Company Visit
- ✓ Local Transport Ticket
- ✓ Lunches
- ✓ Social Program

## Arrival point

-  10th march
-  Hochschule Kaiserslautern  
Schoenstrasse 11  
67659 Kaiserslautern

## Contact us

-  +49 631 3724 5896
-  maria.hasenfratz@hs-kl.de

## Accommodation

Rooms reserved for you at <https://alcatraz-hotel.com/>  
Either book a room there on your own with **subject 'IBW 2025'** or choose another of many options in Kaiserslautern.

Price  
€100  
/Person



## The City

The picturesque city of Kaiserslautern is situated on the edge of the biosphere reserve Palatinate Forest-North Vosges with attractive possibilities for leisure, sports and shopping.

Kaiserslautern offers many excursion destinations, museums, pubs and taverns and a very lively inner city.



## The Japanese Garden

A piece of the far east in the south west... In the year 2000, the Japanese Garden Kaiserslautern opened its gates for everyone who wants to draw energy and peace from the artistically designed harmony of light and shadows, plants and stones, water and paths...

One of the most beautiful "side products" of the contact between Kaiserslautern and the Japanese sister city Bunkyo-ku is the Japanese Garden, which has been continuously expanded upon and perfected since its opening. It is among the most beautiful and largest parks of this kind in Europe!



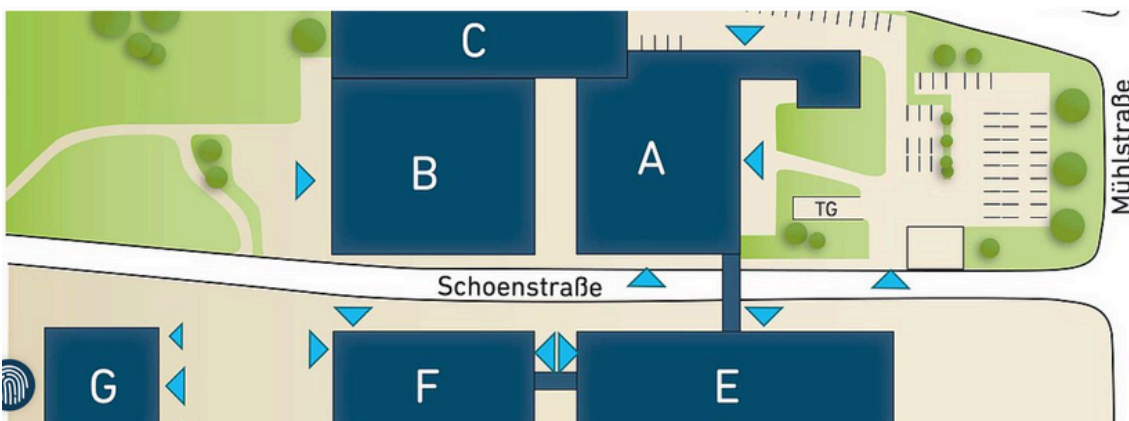
## Fritz Walter Stadium

High above the city towers the Fritz Walter Stadium, which is one of the most attractive football grounds in Germany, boasting one of the best atmospheres. The capacity of the ground is 49,780, almost half the population of the city – and the locals still come in droves when their team is playing at home.



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 Kammgarn, Kaiserslautern



The simulation will take place in building G, where you can also find the dining hall.



## 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 10th March to 14th March 2025 at the University of Applied Sciences Kaiserslautern. 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 10th

March to 14th March 2025 at the University of Applied Sciences Kaiserslautern. Secondly you must participate in 2 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
10.03.2025	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
11.03.2025	09.00-11.00	Simulation: Period 1 Feedback Simulation: Period 2 Decisions
	11.00-11.15	Break
	11.15-12.15	Guest Lecture
	12.30-13.30	Break (lunch)
	13.30-15.30	Simulation: Period 2 Feedback Simulation: Period 3 Decisions
	16.00-17.30	Kaiserslautern City Visit
	Evening	Free time
12.03.2025	9.00-13.00	Transfer to Darmstadt + Visit Riese & Müller GmbH, Am Alten Graben, 64367 Mühlthal
	13.00-17.00	Transfer to Heidelberg + City Visit Heidelberg
	17.00-19.00	Transfer to Kaiserslautern
13.03.2025	09.00-11.00	Simulation: Period 3 Feedback Simulation: Period 4 Decisions
	11.00-11.15	Break
	11.15-13.00	Simulation: Period 4 Feedback Simulation: Period 5 Decisions
	13.00-14.00	Break (lunch)
	14.00-16.00	Preparation of Final Presentations
	16.00-19.00	Free time
	19.00-open end	Bowling
14.03.2025	10.00-11.30	Final presentations
	11.30-12.00	Jury results and certificates; Closing of IBW
	12.00-13.00	Lunch

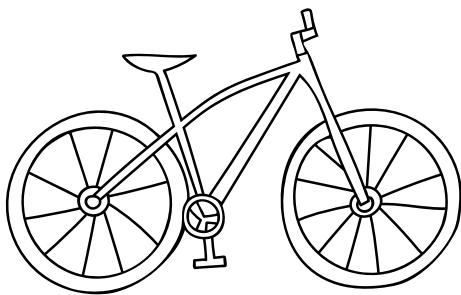
# Description of the “Bike”- Simulation Game “TOPSIM – Business Management”

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®



## 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 model



# Application Form

## International Business Week at Campus Kaiserslautern (March 10<sup>th</sup>-14<sup>th</sup> 2025): list with lecturers and students from ...

Please mail this form to Maria Hasenfratz (maria.hasenfratz@hs-kl.de) before **January 5th, 2025**.

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 € 100 =    **Total:**        €

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

<b>Invoice Address</b> (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

