



Hochschule
Kaiserslautern
University of
Applied Sciences

VIRTUAL INTERNATIONAL BUSINESS WEEK 15th-19th of March 2021



The International Business Week

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 teachers from different nations have been joining together to participate in an international exchange. In the TOPSIM business management simulation, 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 playful way.



Virtual

This year we offer a special version of the International Business Week. International students can participate from anywhere in a virtual classroom and gain valuable international experience despite the corona pandemic. The simulation game is run in a cloud system, while personal contact takes place via Zoom. Students and teachers from different universities can get to know each other and exchange experiences in comfortable breakout sessions.

Target Group

The International Business Week is aimed primarily at Bachelor students in their 2nd and 3rd academic year. The simulation is mainly focused on the area of business administration and management. This includes economics, business administration, accounting, finance, human resources, controlling and marketing. The goal of the project is to provide students with practical experience in a safe environment. With the help of the simulation, students can experience the effects of management decisions first hand.



Costs

Costs for the International Business Week is only € 53,55 per student.

Registration

The deadline for registration is January 31, 2021.

The Program

Day	Hours	Subject
15.03.2021	14.00-16.00	Introduction at auditorium Group building
	16.00-16.30	Break
	16.30-18.00	Presentation of the international schools
16.03.2021	10.00-12.00	Simulation: Period 1 Decisions Presentation Preparation: Goals and Strategies
	12.00-14.00	Break
	14.00-16.00	Simulation: Period 1 Feedback Presentations: Goals and Strategies Simulation: Period 2 Decisions
17.03.2021	10.00-12.00	Simulation: Period 2 Feedback Simulation: Period 3 Decisions
	12.00-14.00	Break
	14.00-16.00	Simulation: Period 3 Feedback Simulation: Period 4 Decisions
	16.00-16.30	Break
	16.30-17.30	Guest Lecture
18.03.2021	10.00-12.00	Simulation: Period 4 Feedback Simulation: Period 5 Decisions
	12.00-14.00	Break
	14.00-16.00	Preparation of Final Presentations
19.03.2021	10.00-11.30	Final presentations
	11.30-12:00	Jury results and certificates Closing of IBW



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.

TOPSIM®
LEARNING BUSINESS BY DOING BUSINESS



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

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



Contact

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