



International Business Week

Campus Zweibrücken 2023

The (hybrid) 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 Program
- ✓ Company visit
- ✓ Accommodation
- ✓ Breakfast and lunch

Arrival

 13th March 2023

Pick-up point

 Main Train Station in
Zweibrücken or Homburg

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.

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 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

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 playful way.



In-Person and Online Learning

This year we are offering a special version of International Business Week. International students can choose between a participation In-Person and Online at our International Business Week.

In-Person: Students and lecturers meet each other and work together at our Campus in Zweibrücken.

Online: The simulation game runs in a cloud system and contact takes place via Zoom. Students and lecturers 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 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.



Program (In-Person) – Preliminary

Day	Time	Subject
13.03.2023	14.00-15.45	Introduction at auditorium
	15.45-16.00	Break
	16.00-18.00	Presentation of the International Schools
	18.00-20.00	International Flavors
14.03.2023	10.00-12.00	Group building; Simulation: Period 1 Decisions Presentation Preparation: Goals and Strategies
	12.00-13.00	Break
	13.00-15.00	Simulation: Period 1 Feedback Presentations: Goals and Strategies Simulation: Period 2 Decisions
	15.30-16.30	Guest Lecture
	17.00-open end	Leisure time activity (tba)
15.03.2023	10.00-12.00	Simulation: Period 2 Feedback; Period 3 Decisions
	12.00-open end	Excursion to the Bike Manufacturer
16.03.2023	10.00-12.00	Simulation: Period 3 Feedback; Period 4 Decisions
	12.00-13.00	Break
	13.00-15.00	Simulation: Period 4 Feedback; Period 5 Decisions
	15.00-17.00	Preparation of Final Presentations
	17.00-open end	Optional program: City visit, Fashion outlet etc.
17.03.2023	10.00-11.30	Final presentations
	11.30-12:00	Jury results and certificates; Closing of IBW

Program (Online) – Preliminary

Day	Time	Subject
13.03.2023	14.00-15.45	Introduction at auditorium
	15.45-16.00	Break
	16.00-18.00	Presentation of the International Schools
14.03.2023	10.00-12.00	Group building; Simulation: Period 1 Decisions Presentation Preparation: Goals and Strategies
	12.00-13.00	Break
	13.00-15.00	Simulation: Period 1 Feedback Presentations: Goals and Strategies Simulation: Period 2 Decisions
	15.30-16.30	Guest Lecture
	17.30-open end	
15.03.2023	10.00-12.00	Simulation: Period 2 Feedback; Period 3 Decisions
	12.00-open end	
16.03.2023	10.00-12.00	Simulation: Period 3 Feedback; Period 4 Decisions
	12.00-13.00	Break
	13.00-15.00	Simulation: Period 4 Feedback; Period 5 Decisions
	15.00-17.00	Preparation of Final Presentations
	17.00-open end	
17.03.2023	10.00-11.30	Final presentations
	11.30-12:00	Jury results and certificates; Closing of IBW

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

Excursion to the Bike Manufacturer

Accommodation

The Hostel

We guarantee 4 nights (March 13-17, 2023). 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

In-Person: € 245 per student.

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

Online: € 59,50 per student.

Registration

The deadline for registration is November 30, 2022.

Contact

For more information, please contact:

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