



Hochschule
Kaiserslautern
University of
Applied Sciences

International Business Week/ BIP

16th - 20th March 2026



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 information

-  16th of March 2026, 2PM
-  Hochschule Kaiserslautern
Schoenstrasse 11
67659 Kaiserslautern

Accommodation

Rooms reserved for you at
<https://alcatraz-hotel.com/>
Either book a room there on your own with **subject 'IBW 2026'** or choose another of many options in Kaiserslautern.

Price
€100
/Person

Contact us



ibw@hs-kl.de



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!



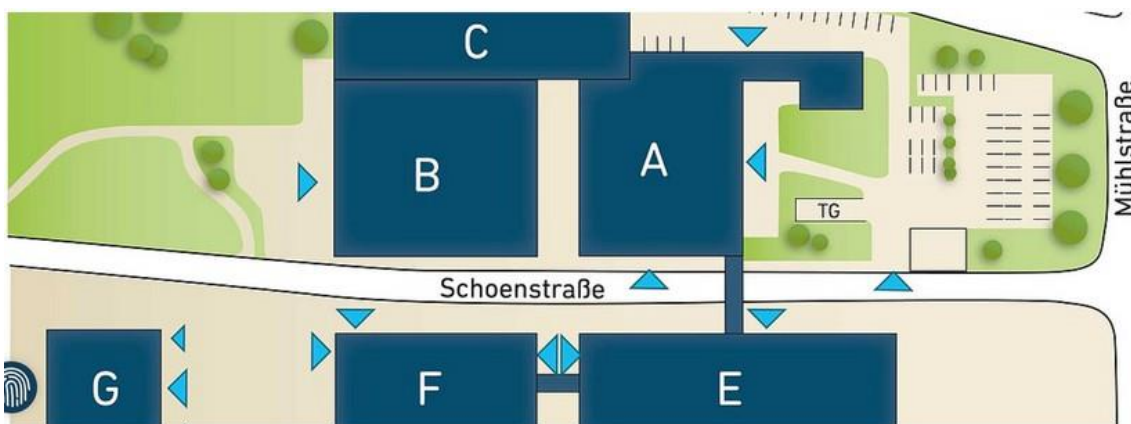
Fritz Walter Stadium

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. In particular, the study program Financial Services specially 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 in 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 16th March to 20th March 2026 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: First, you participate in our in-person week from 16th

March to 20th March 2026 at the University of Applied Sciences Kaiserslautern. Then, 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.



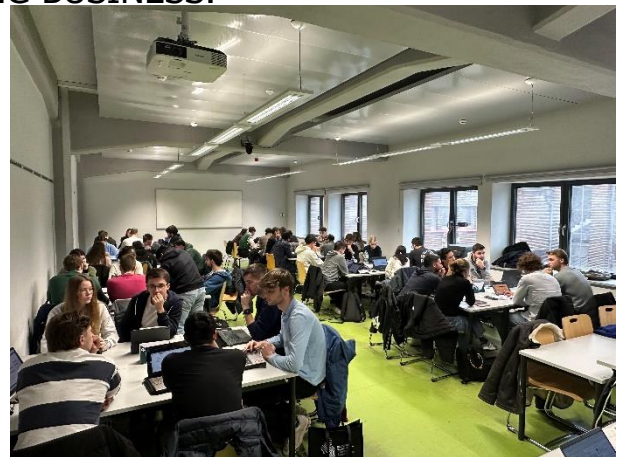
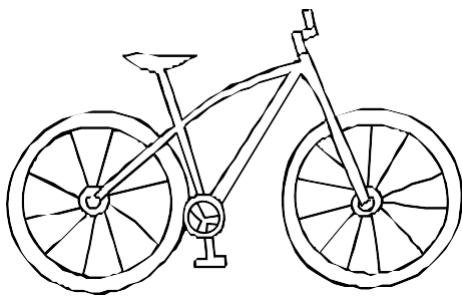
Preliminary Program

Day	Time	Rooms	Subject
16.03.2026	14:00-15:15	E0.008	Introduction at auditorium, Group building
	15:15-15:30	E1.016	Short break
	15:30-17:00	E1.002/E1.008	Simulation: Period 1 Decisions
	17:00-18:30	E0.008	Presentation of the International Schools
	18:30-20:30	E1.016	International Flavors and Dinner
17.03.2026	09:00-11:00	E0.008	Get Together
		E1.002/E1.008	Simulation: Period 1 Feedback; Period 2 Decisions
	11:00-11:15	E1.016	Break
	11:15-12:15	E0.008	Guest Lecture
	12:30-13:30	Cafeteria	Break (lunch)
	13:30-15:30	E1.002/E1.008	Simulation: Period 2 Feedback
			Simulation: Period 3 Decisions
18.03.2026	16:00-17:30		Kaiserslautern City Visit (guided tour or free time)
	18:00 - open end		Free time / Teacher Dinner
18.03.2026	08:30-17:00		Transfer, Company Visit & City Visit Heidelberg
	17:00-19:00		Transfer back to Kaiserslautern
19.03.2026	09:00-11:00	E0.008	Get Together
		E1.002/E1.008	Simulation: Period 3 Feedback; Period 4 Decisions
	11:00-11:15	E1.016	Break
	11:15-13:00	E1.002/E1.008	Simulation: Period 4 Feedback
			Simulation: Period 5 Decisions
	13:00-14:00	Cafeteria	Break (lunch)
	14:00-16:00	E1.002/E1.008	Preparation of Final Presentations
	16:00-19:00		Free time
20.03.2026	19:00-open end		Bowling
	10:00-11:30	E0.008	Final presentations
	11:30-12:00	E0.008	Jury results and certificates; Closing of IBW
	12:00-13:00	Cafeteria	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.



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