

CALL FOR PARTICIPANTS

INTERNATIONAL ENTREPRENEURSHIP



HOCHSCHULE
für Management
University of Applied Sciences

**SPORTS
BUSINESS**



**TOURISM &
HOSPITALITY**



**FITNESS &
HEALTH**



**COMMUNICATION &
BUSINESS**



INTERNATIONAL ENTREPRENEURSHIP @ IST

CALL FOR PARTICIPANTS FOR THE WINTER TERM COURSE 2025

WELCOME, STUDENTS!

Are you ready to step into the world of **global entrepreneurship**?

Join our International Entrepreneurship course at the IST University for Applied Sciences in Duesseldorf, Germany, where students from diverse countries collaborate on two interesting and practice-oriented project parts during the course.

Develop vital **entrepreneurial skills**, expand your **international network**, and experience the thrill of teamwork in multi-national teams.

This is your chance to think globally, act entrepreneurially, and create meaningful impact. Let's innovate together!




INTERNATIONAL ENTREPRENEURSHIP @ IST



COURSE OVERVIEW

WHAT IS THE MULTI-UNIVERSITY COURSE „INTERNATIONAL ENTREPRENEURSHIP“?

- Online course module over a period of around 3,5 months
- Worth between 9 and 15 ECTS Credit Points  Erasmus+
- All conversation in English (*B2 level is sufficient*)
- This course contains **two parts**:



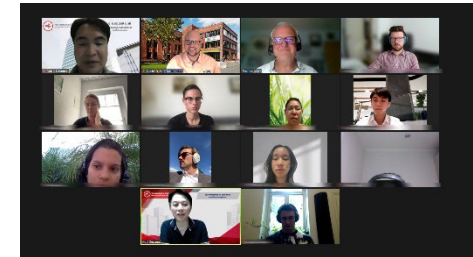
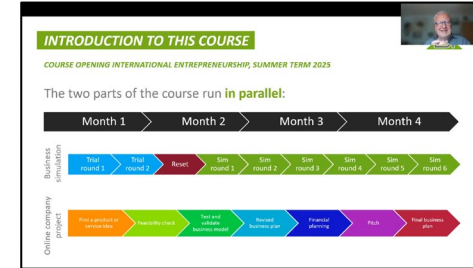
Playing a business simulation

(„TOPSIM“)



Creating a virtual company

(„Online Company Project“)



INTERNATIONAL ENTREPRENEURSHIP @ IST

COURSE OVERVIEW

PART 1: THE TOPSIM BUSINESS SIMULATION

- **Multi-national** teams play against each other
- A simulation of a **very disruptive market** (eScooters)
- **8 rounds** of the business simulation TOPSIM® “Scale Up”:
 - First two periods of simulation are test rounds
 - Re-start
 - Six rounds of simulation



Students will receive an overload of information during the simulation in this course part.

This is intended and part of the learning process.



INTERNATIONAL ENTREPRENEURSHIP @ IST



☰

TOPSIM

Company 1 (Team 1)

0 1 2 3 4 5 6

daniel.schmidt@dozent.ist-hochschule.de

[->] Infohub

📰 News

📊 Charts

📁 Report System

📈 Decisions

Period

0 1 2

Executive Summary

Market Research Report

Production Report

Services

Research & Development

Inventory

Human Resources

Cost Type Accounting

Cost Center Accounting

Cost Unit Accounting

Contribution Margin

Profit and Loss Statement

Cash Accounting

Cash-Flow Statement

Balance Sheet

Business Report

Corporate Key Figures

Decision Protocol

Strategic Initiatives

Helpcenter

?! Manual

> Report System

Download: all reports pdf xls

Download: current report pdf xls

Executive Summary

Share Price

		Previous Period	Current Period
Total Revenue	MUSD	139.75	251.75
Return on Sales	%	10.50	10.01
Net Income/Net Loss	MUSD		
Equity			78.40
Dividend Payment Current Period	USD	0.00	0.00
Cumulated Dividends	MUSD	0.00	0.00
Debt Ratio	%	36.05	43.35
Customer Satisfaction	Index	69.14	83.47
Plan	Index	100.00	100.00
Award	Index	40.19	50.52
Product Quality	Index	110.00	114.59
Share Price	USD	194.98	285.56

Market Results E-Scooter

		Previous Period	Current Period
Price	USD	2,150.00	2,150.00
Technology	Level	2	3
Sustainability	Level	2	3

THIS IS HOW THE BUSINESS SIMULATION LOOKS LIKE

INTERNATIONAL ENTREPRENEURSHIP @ IST



COURSE OVERVIEW

PART 2: ONLINE COMPANY PROJECT



- Students will create their **own virtual start-up**
- Going through a greatly simplified start-up process:



- Coaching will be conducted through **peer coaching** (lecturers and fellow students will give input)
- = **Project based learning**

COURSE OVERVIEW

EXAMINATION PERFORMANCE

Business Simulation

- Continuous collaboration in the advisory groups of the groups
- **Written report** (individual work) with a max. of 10-12 pages at the end of the course

Online Company Project

- Executing all tasks during the 7-step-process (group work)
- Creating a **final business plan** at the end of the course (group work)
- Creating a **marketing video** for the product or service idea (group work) to be shown to representatives of universities during certification ceremony

COURSE OVERVIEW

EXPECTATIONS FOR STUDENTS

- Reliable participation in the joint meetings
- Consistent participation in group work and communication with all peers
- Submission of the **documents** required for the examination/credits
- Understanding the **challenges of co-operation** in international projects



INTERNATIONAL ENTREPRENEURSHIP @ IST



COURSE OVERVIEW

YOUR LECTURERS ARE LOOKING FORWARD TO MEETING YOU



Prof. Dr. Thomas Merz

Vice President Education of IST-university

e-mail: tmerz@ist-hochschule.de



Daniel R. Schmidt, M.A.

Lecturer at IST-university

e-mail: daniel.Schmidt@dozent.ist-hochschule.de

INTERNATIONAL ENTREPRENEURSHIP @ IST



COURSE OVERVIEW

MORE INFORMATION (AND VIDEO)



<https://www.ist-hochschule.de/international-entrepreneurship>

CALL FOR PARTICIPANTS

INTERNATIONAL ENTREPRENEURSHIP



HOCHSCHULE
für Management
University of Applied Sciences

**SPORTS
BUSINESS**



**TOURISM &
HOSPITALITY**



**FITNESS &
HEALTH**



**COMMUNICATION &
BUSINESS**

