

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 2026-2027

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**:



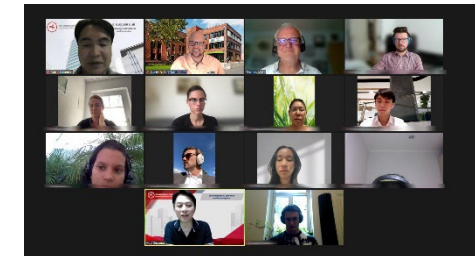
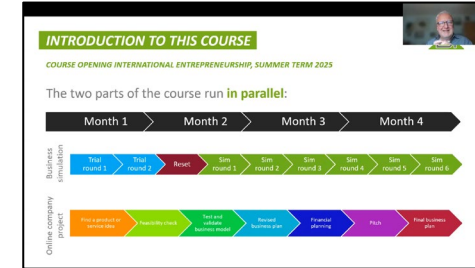
Playing a business simulation

(„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)
- **6 rounds** of the business simulation TOPSIM®
“Scale Up”.



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

This is intended and part of the learning process.



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☰

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

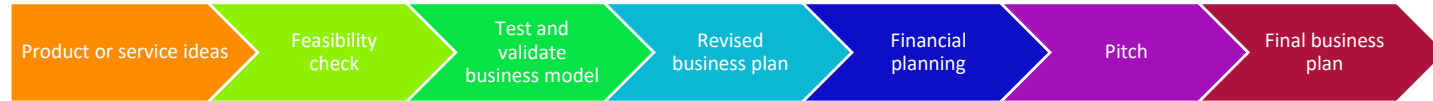
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COURSE OVERVIEW

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

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COURSE OVERVIEW

EXPECTATIONS FOR STUDENTS

- **Reliable participation in the joint meetings and attendance in the compulsory 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



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COURSE OVERVIEW

YOUR LECTURERS ARE LOOKING FORWARD TO MEETING YOU



Prof. Dr. Thomas Merz

Vice President Education of IST-university

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Daniel R. Schmidt, M.A.

Lecturer at IST-university

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COURSE OVERVIEW

MORE INFORMATION (AND VIDEO)



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

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International Entrepreneurship

Course start: October 2026 | Winter term 2026/2027



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Course calendar and Planning

Course times → **Until Oct 26 2026** 08:00 BRA time, 13:00 POL/ESP/GER time, 14:00 TAN/UKR time, 18:00 THA time
From Oct 26 2026 08:00 BRA time, 12:00 POL/ESP/GER time, 14:00 TAN/UKR time, 18:00 THA time

Abbreviations:

CP = Compulsory Meeting for All / Required to receive Credits!; RM = Regular Meeting (2 members per group are required to join); NO = No Meeting

Consultation meetings = at least 2 members per group required to join

	Date	Online Company Project (OCP)	Business Simulation (BS)	Video clips to have watched	Required Uploads to Padlet	Att.
00	06.10.	—	—	—	Personal profile and photo into tab "Student profiles & photos"	NO
01	07.10.	Course Opening Workshop ▪ Welcome from your lecturers ▪ Introduction to this course ▪ Developing own group commitment and values		<i>Due date 06.10.: Videos 1, 2, 3</i>		CP
02	14.10.	Introduction OCP ▪ What is the OCP? ▪ The 7-Phase-Process ▪ Start with Phase 1	—	<i>Due date 13.10.: Videos 14, 15</i>		CP
03	21.10.	Phase 1 ▪ Presenting the ideas of all groups ▪ Feedback to the presented ideas ▪ Introduction to Phase 2	—	<i>Due date 20.10.: Video 16</i>	<i>Due date 20.10.: Selection of your OCP ideas</i>	RM

CHANGE OF COURSE TIMES FOR STUDENTS FROM POL/ESP/GER BECAUSE OF CHANGE FROM DAYLIGHT SAVING TIME TO WINTER TIME

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	Date	Online Company Project (OCP)	Business Simulation (BS)	Video clips to have watched	Required Uploads to Padlet	Att.
04	28.10.	Phase 2 - Presentation of the groups' SWOT analysis - Introduction to Phase 3	—	<i>Due date 27.10.: Video 17</i>	<i>Due date 27.10.: SWOT Analysis for OCP (phase 2)</i>	RM
05	04.11.	Phase 3 - Recap and tips for Phase 3 - Start of survey data collection	Introduction Business Simulation , part 1 - Introduction to business simulations and TOPSIM® - Your company "VELOCE Inc." - How does your company work?	<i>Due date 03.11.: Videos 4, 5, 6</i>	<i>Due date 03.11.: Survey draft for OCP</i>	CP
06	11.11.	—	Introduction Business Simulation , part 2 Preparing to play period 1	<i>Due date 10.11.: Videos 7, 8, 9, 10, 11</i>	—	RM
07	18.11.	Phase 3 - Reflection of survey results - Introduction to phase 4	Consultation Each group will reflect their first decisions with the lecturers in a 15 minute consultation	<i>Due date 17.11.: Video 18</i>	<i>Due date 17.11.: BS: Enter your decisions for BS period 1 OCP: Survey results (phase 3)</i>	RM
08	25.11.	—	Period 1 - Reflection of the first period and tips - How to interpret certain numbers - Preparing to play period 2	<i>Due date 24.11.: Videos 12, 13</i>	<i>Due date 24.11.: Correct your decisions for BS period 1, if necessary</i>	RM

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	Date	Online Company Project (OCP)	Business Simulation (BS)	Video clips to have watched	Required Uploads to Padlet	Att.
09	02.12.	—	Consultation Each group will reflect their decisions for period 2 with the lecturers in a 15 minute consultation	—	<i>Due date 01.12.: BS: Enter your decisions for BS period 2 OCP: Upload revised business plan (phase 4)</i>	RM
10	09.12.	—	Consultation - Reflection of the second period and tips - Preparing to play period 3	—	<i>Due date 08.12.: Correct your decisions for BS period 2, if necessary</i>	RM
11	16.12.	Phase 5 Introduction to phase 5	Period 3 - Reflection of the third period and tips - Preparing to play period 4	<i>Due date 15.12.: Video 19</i>	<i>Due date 15.12.: Enter your decisions for BS period 3</i>	RM
12	13.01.	—	Period 4 - Reflection of the fourth period and tips - Preparing to play period 5	—	<i>Due date 12.01.: BS: Enter your decisions for BS period 4 OCP: Upload financial planning (phase 5)</i>	RM
13	27.01.	—	Period 5 - Reflection of the fifth period and tips - Preparing to play last period	—	<i>Due date 26.01.: Enter your decisions for BS period 5</i>	RM

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	Date	Online Company Project (OCP)	Business Simulation (BS)	Video clips to have watched	Required Uploads to Padlet	Att.
14	03.02.	Phase 6 Introduction to phase 6	Period 6 - Declaration of the winners of the business simulation - Reflection of the sixth period - Ending the BS project part	<i>Due date 02.02.: Video 20</i>	<i>Due date 02.02.: Enter your decisions for BS period 6</i>	RM
15	17.02.	Final Meeting - Mandatory pitch exercise - Answering final questions	Final Meeting Answering final questions	<i>Due date 16.02.: Video 21</i>	<i>Due date 16.02.: Pitch presentation, marketing video</i>	CP
17	26.02.	DEADLINE	DEADLINE	—	<i>Due date 26.02.:</i> <i>BS: Diary of Decisions (individual report)</i> <i>OCP: Final Business Plan (group work)</i>	NO
18	17.03.	Certification Ceremony with Professors from your home universities and hand-out digital certificates				CP