

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 SUMMER TERM COURSE 2026

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

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.



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

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	MUSD	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

		Market 1	
		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

Helpcenter
Manual
Report System

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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

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
e-mail: tmerz@ist-hochschule.de



Daniel R. Schmidt, M.A.

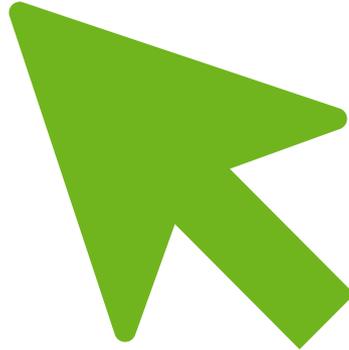
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COURSE OVERVIEW

MORE INFORMATION (AND VIDEO)



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

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