

**Natalie Olbrich, M.Sc.**, Research Associate  
Chair of Tourism/Center for Entrepreneurship  
natalie.olbrich@ku.de  
Tel.: +49 8421 93-21279

**Dr. Jutta Walz**, Faculty Manager  
WFI – Ingolstadt School of Management  
jutta.walz@ku.de  
Tel.: +49 8421 9321939

**More Information:** [ku.de/hotelsimulation](https://ku.de/hotelsimulation)

## Important dates

- Registration  
between September 19, 2022 and October 31, 2022
- Virtual kick-off session (90 minutes)  
at the beginning of November
- Project week in Ingolstadt  
from February 27 until March 3, 2023
- Social program for visiting students and coaches on  
February 26 and March 4, 2023

## Registration

- KU students: KU.Campus
- Students from partner universities and guest students:  
Please send us the registration form available on our  
website: [ku.de/hotelsimulation](https://ku.de/hotelsimulation).

## Costs

- No participation fee for KU students or incoming students  
who take the course as part of their learning agreement  
for their semester abroad at the KU.
- 69 € participation fee for all other students.
- Students need to provide their own room and board  
(location: Ingolstadt campus).
- Social program (guided tours through Ingolstadt  
and Eichstätt and company visit, costs including  
transportation): 30 – 50 €.



# Management Simulation in Tourism

# KU Winter School 2022/23

The basis for this interactive seminar is a business game with group work, which has to be run as a real business with real Key Performance Indicators (KPIs). Students from different disciplines and countries work together in intercultural teams to create a business plan and marketing strategy for a fictitious hotel. The teaching units address both theoretical and practical concepts.

By using an Online platform, the course combines virtual and real-life components, in which students demonstrate their strategic thinking, time management, creativity and communication skills. The cooperation with international partners represents an added value of the module and is reflected in the intercultural knowledge transfer of the underlying student teams.

## Partner institutions:

- Creative Masters, The Netherlands
- Tallinn University of Technology, Estonia



By participating in this event, you will:

- Improve your language and intercultural competence;
- Learn to develop a strategy for a touristic institution in a competitive business environment using theoretical approaches;
- Gain the ability to break down strategy into operational decisions and activities;
- Analyze a product portfolio and competitors in the market;
- Coordinate within the team and define functions within the team;
- Apply operational and financial planning and information systems;
- Increase your skills in crisis communication;
- Develop marketing instruments (product logo, claim, advertising presence);
- Present your ideas to customers and competitors;
- Gain 5 ECTS credits.

The course is integrated as a Studium.Pro module in KU's study programs and open to exchange and guest students. More Information at [ku.de/studiumpro](https://ku.de/studiumpro).

