



GLOBAL MANAGEMENT GAME, IP 18-22 JANUARY 2027 AND 14-18 JUNE 2027, HU UNIVERSITY OF APPLIED SCIENCES, UTRECHT

ABSTRACT

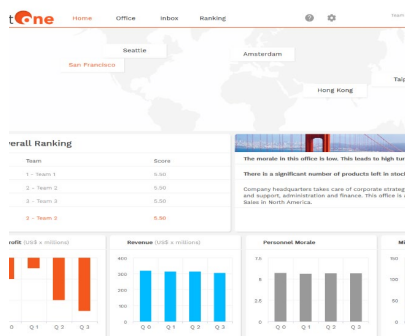
This is an international programme (IP) week designed for broadening your students' experiences with international exposure. The IP's take place from 18 - 22 January 2027 and 14-18 June 2027.

Programme Leader: Menno de Lind van Wijngaarden

menno.lind@hu.nl | +31 6 38762833 | Institute of International Business Studies | Research Group Financial Economic Advice in Innovation | HU University of Applied Sciences, Utrecht | Heidelberglaan 15 | Pb 85029 3508 AA Utrecht

What does the programme look like?

This is an invitation for you to participate in our International Programme week 'Global Management Game'. In this programme, we like our visiting guests to collaborate with our students at the HU University of Applied Sciences, playing a business management simulation game in teams. It is a weeklong event, where the students interact with each other, exchange culture and immerse in the process of business decision-making. The activities, in brief, contain a business simulation game, training on a sales pitch, guest lectures, intercultural workshop, and a social program, including a dinner and cultural visit.



A business simulation game on the telecom industry. The players take the role of the management team



participate in lectures (sales pitch and guest lectures by incoming faculty)



participate in a cultural visit and 'diner pensant'

Besides the international experience, we also focus on experiential learning, which has been coined as a more effective learning process. The benefits of experiential learning have been argued by scholars like Dewey, Kolb, Gibbs and many more.

The business game simulations introduce to them the uncertainties and familiarize the students with the numerous factors which impact business results.

They are grouped in teams keeping diversity in mind; therefore, they are by design working in a multicultural environment where they work out the most efficient way to work together.

Learning objectives:

1 Strategic thinking: Students develop their ability to think strategically by analysing available data and making decisions that align with long-term goals. They learn to consider numerous factors and anticipate the consequences of their decisions.

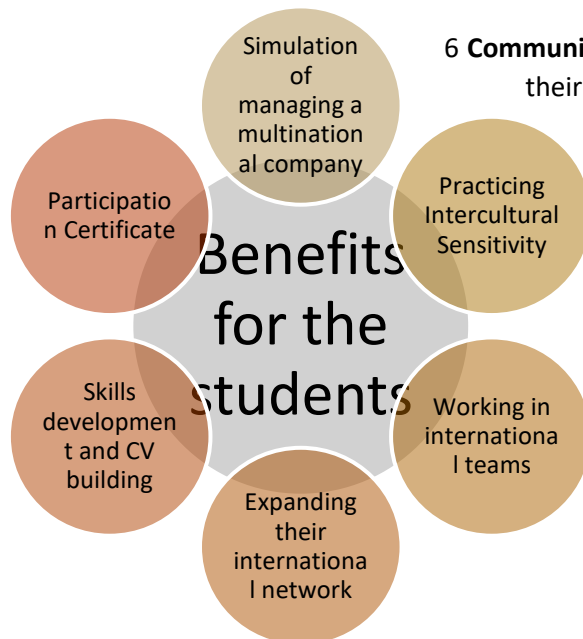
2 Critical thinking: The Business simulation presents students with complex challenges and dilemmas. Through the game, students can enhance their problem-solving abilities by identifying issues, generating alternative solutions, and selecting the most appropriate course of action.

3 Teamwork and collaboration: Playing in teams encourages students to work together, delegate responsibilities, and effectively communicate their ideas. They learn to leverage the diverse skills and perspectives within their team to make informed decisions and achieve shared objectives.

4 Decision-making under uncertainty: International business simulations typically involve dynamic and unpredictable environments. Students learn to make decisions based on incomplete information, assess risks, and adapt their strategies as circumstances change.

Global Management Game, IP 18-22 JANUARY 2027 and 14-18 JUNE 2027, HU University of Applied Sciences, Utrecht

5 Cross-cultural competencies: The students participate in an intercultural warming-up exercise and develop their competence further by participating in their multi-cultural team.



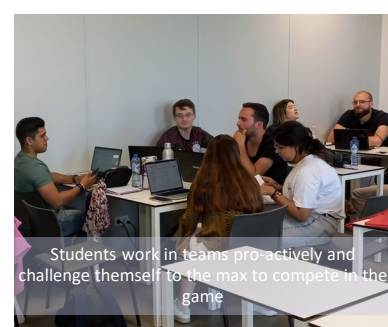
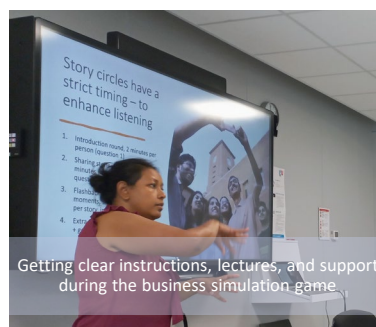
6 Communication and presentation skills: Students need to communicate their strategies, decisions, and outcomes to the team. Via the Sales pitch, students learn to effectively communicate and present a solution to the client (to a panel of experts).

7 Analytical and data-driven decision-making: The Business simulation provides data and metrics for students to analyse. Students directly see the impact of their decision and can adjust accordingly. This way students learn to interpret and utilize data effectively, enhancing their analytical skills and developing a data-driven approach to decision-making.

Facts & Figures on the BIP in Utrecht in June 2026

Multi-national cross-European learning:

- The programme has successfully run for many years with international partners.
- Working days on location (Utrecht, 18-22 January 2027 and/or June 14th – 18th 2027).
- Approx. 50 students from various countries.
- Registration deadline:
 - For the programme in January, the deadline is **15 November 2026** and for the programme in June the deadline is **14 March 2027**:
 - By filling out the registration form and
 - By paying the participation fee of 299 EUR (once we have received your registration, we will send you a payment link)



Costs for the programme

The costs for the programme (Euros 299) include :

- 5 days' programme and study material;
- Bed & Breakfast in a standard hostel (6 nights) in the city center: Sunday night, Monday, Tuesday, Wednesday, Thursday, and Friday night (breakfast on Saturday)
- One excursion
- One formal diner
- Farewell reception

NOT included are:

- Lunches and diners (except one evening), coffee/tea;
- Bus to commute from hostel to the university and vice versa
- Travel from your home location to Utrecht and vice versa
- Personal expenses

On the premises you will still need to pay:

- Bus to/from the university and hostel; approx. 6 Euros per day
- Lunch is available for 8-15 Euros per day
- Diner is available for 15-25 Euros per day (we will provide you with a list with some popular student restaurants in the city of Utrecht)

Accommodation

We have pre-booked Bed & Breakfast in the StayOkay hostel City Center in Utrecht. Bed linen & towels are included. You can check in on Sunday 14 June (from 14.00 hrs). Check out is the next Saturday 20 June (latest 10.00 hrs.). Rooms are shared (4 to 6 people per room); females separated from males.

Registration

Students can register for the Intensive International Programme through below links:

- Registration deadline for the programme in January: 15 November 2026, [register here](#)
- Deadline for the programme in June: 14 March 2027, [register here](#).

your seat can only be guaranteed after payment of participation fee of 299 Euros

