Emerald Forest

Integrated management training for the next generation based on innovative online business simulation

February 6-10, 2017
Karlshochschule, Karlsruhe/Germany

Any questions?
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You will find a short movie and more information about Emerald Forest here: emeraldforest.karlshochschule.de
Idea & Concept

Participants’ develop their entrepreneurial, collaboration and communication skills by engaging each other in a virtual, internet-based simulation game that models the management of a hotel business. This is set in an interactive environment that facilitates guest lectures, group dialogues and team presentations and requires spontaneity, adaptability and efficient time management.

How does it work?
The game combines virtual and real-life components. Teams of university students and young professionals compete for profits and creativity points via an online platform coordinated by NHTV Breda and supported by experienced coaches from Karlshochschule International University and its partner universities. Tasks include developing a strategy for the hotel, preparing a trade fair, analyzing the competition, responding to crisis, generating press releases, developing promotional material and advertising the hotel using social media, as well as, making financial decisions that will contribute to profit maximization.

Participants
Top-students, young professionals and coaches from different countries

Partner institutions (previous games)
- NHTV Breda University of Applied Sciences, NL (building team)
- Newman University, Birmingham, UK
- Howest, University College West Flanders, Belgium
- Tallinn University of Technology, Estonia

What we offer?
- Exciting, fast-paced and intense hotel management simulation project
- Feels like real business with the benefits of a coached environment
- Boosts interdisciplinary competencies by integration of business administration and soft-skills
- Provides critical approach to understanding the hotel industry through notions of ethics and sustainability
- Focus on both innovation and team-based collaboration
- International setting to develop intercultural skills
- Completely in English
- Use of social media and blended learning
- Win (for) the next generation by linking professional and university education

Participants will …
- Develop their leadership and management skills
- Advance their intercultural and social competence
- Explore their creative potential
- Have fun learning and expand their international network
- Gain 3 ECTS credits

When does Emerald Forest open again?
February 6-10, 2017 at Karlshochschule in Karlsruhe/Germany
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