

Information for Universities and Business Schools



marga  business simulations

MARGA for Students Online Competition for Students

The General Management Training for #students

What is it about?

MARGA for Students is a dynamic and realistic online business simulation competition, in which students from all over the world compete against each other in teams in a market environment. The aim is to successfully manage one's own virtual MARGA company and to make decisions in the areas of marketing and sales, human resources, production, logistics, and finance. From goal setting to corporate strategy to sustainable success, students control the entire entrepreneurial process. Thereby, a unique transfer of knowledge towards entrepreneurial thinking and action is achieved.

MARGA is a full-service package

You simply sign up your students,

we care for everything else.



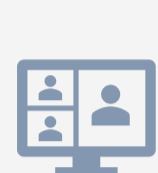
Complete Organization

MARGA takes over the complete organization of the competition. You only have to send the participant data and we take care of the rest.



Well-founded Knowledge

Our qualified MARGA trainers offer 6 different webinars on topics that are relevant to business administration.



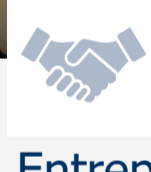
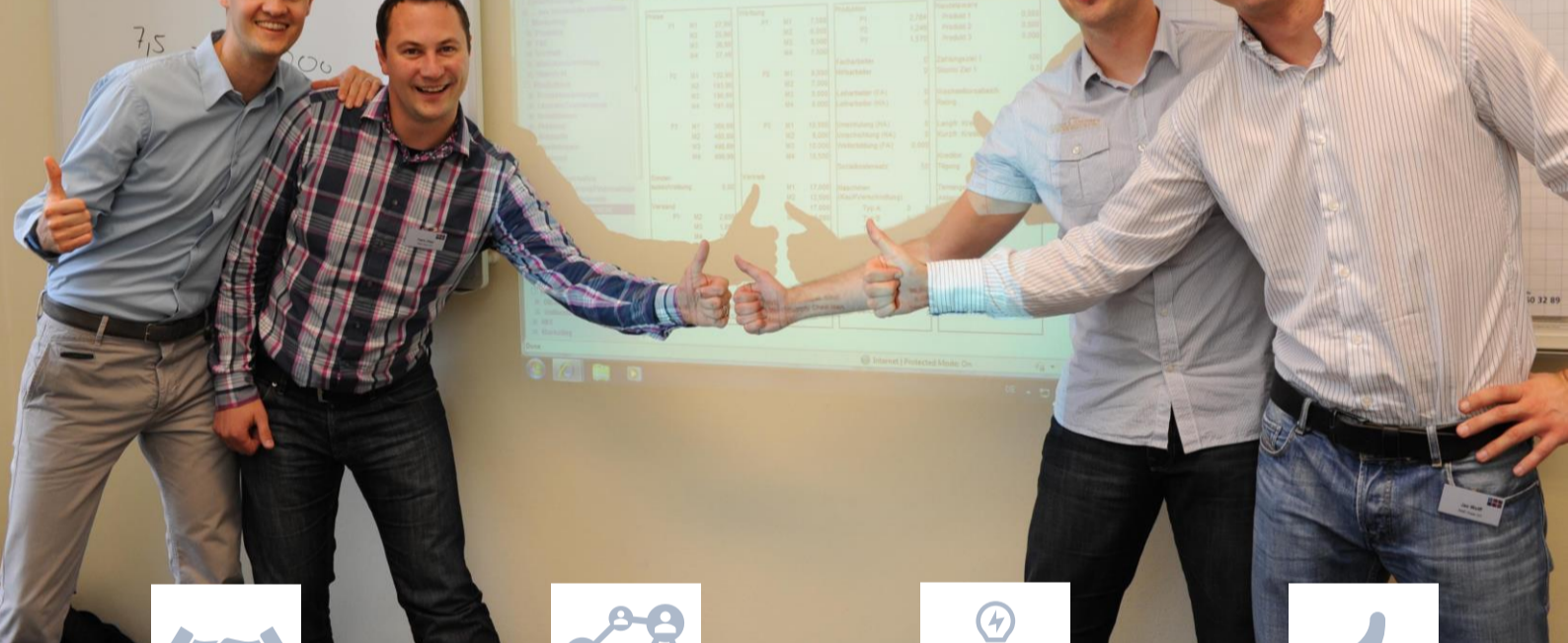
Student Communication

We support all teams in content-related, organizational and technical issues. In addition, we actively accompany the teams, guide them, offer support, and also demand performance.

PROCESSES

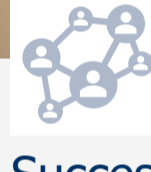
- MARGA for Students is carried out entirely online.
- Start with kick-off events for the introduction to the program and the software.
- The teams manage their own virtual company over a total of seven periods. The task is to develop and manufacture products as well as to position and sell them on the market. The team with the highest created company value wins.
- Between the decision periods, we offer webinars that address management topics from the business simulation.
- Final online event with reflection and announcement of the winners.

Why should you participate?



Be an Entrepreneur

The students develop management know-how and strengthen their entrepreneurial decision-making skills. In the business simulation they learn to think and act in an entrepreneurial manner without taking any real risks.



Be Successful

The students learn how a company works and how the different departments interact. The goal is to lead the own company to success in a realistic competition.



Be a Team

Management is teamwork! The students organize themselves in a team and jointly take complex management-decisions, contribute individual strengths and pull together.



Have Fun

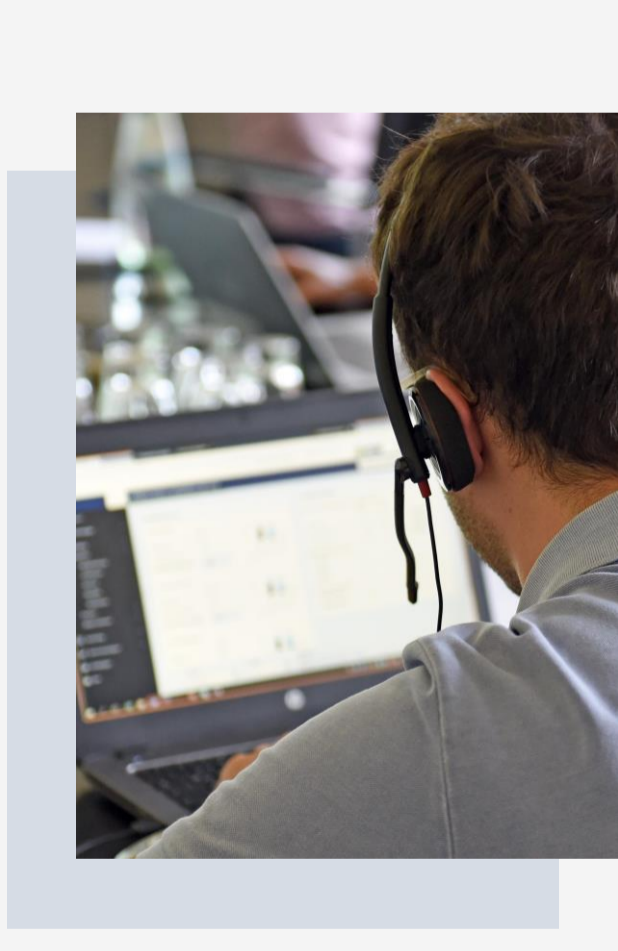
And of course, fun is also part of the game: The students do not experience dry business administration – MARGA brings management to life in an exciting online competition.

Who can participate in the competition?

The competition is suitable for students from various disciplines from international universities, universities of applied sciences and business schools. The participation does not require any prior knowledge of business administration and is therefore suitable for interested parties from any discipline. The teams can participate in the competition virtually in German or English and thus work together across locations.

The Online Competition for Students 2022 recapped:

- Start: Summer Semester CW 19 (May); Winter Semester CW 43 (October)
- Duration: approx. 2 months
- Format: online & location-independent
- Total workload: approx. 5 h/week
- Language: German & English
- Learning Contents: management know-how, entrepreneurial skills, decision-making competences & teamwork
- Price: 600 EUR per team, new customers register their first team free of charge
- Modern & intuitive software
- Subject-related webinars
- Online Course „Financial Basics“ as theoretical basis
- Tutoring by experienced experts with management background
- Current scenarios with reference to economic developments
- Your option: The learning content can be tested in an oral or written final exam. We are happy to provide you with possible questions and answers.



Reach out to us if you have any questions. You can also find more information at <https://www.marga.net/en/business-simulation/online-competition-students>



Registration by the chair or department with names and e-mail addresses of all team members. Registration deadline summer semester: May 03, 2022



We take over the coordination and the participants and keep you informed.

REFERENZEN

„MARGA gave us the unique opportunity to put our knowledge about management to the test without taking any real risks. This knowledge in fact will be a valuable benefit for our ongoing bachelor program and occupation.“

Team von der Westfälischen Wilhelms-Universität Münster, Teilnehmende MARGA for Students 2021

„What I particularly appreciate about 'MARGA for Students' is the extensive service. I have divided my students into teams and registered them for the competition. From then on, MARGA carried out the technical set-up and took over all communication with the participants.“

Prof. Dr. Jochen Zimmermann, Dekan des Fachbereichs Wirtschaftswissenschaft, Universität Bremen

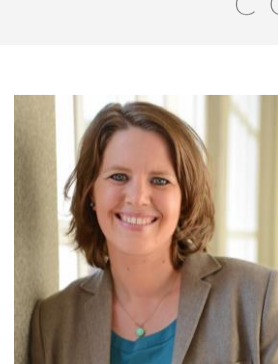
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CONTACT

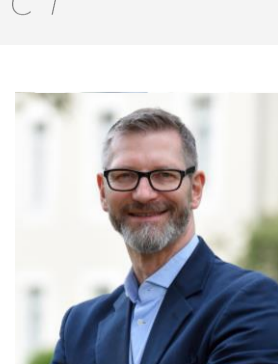


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