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

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

decisions in the areas of marketing and sales, human resources, production, logistics, and

achieved.

MARGA IS A FULL SERVICE PACKAGE

You simply sign up your teams

we care for everything else



COMPLETE

ORGANIZATION MARGA takes over the

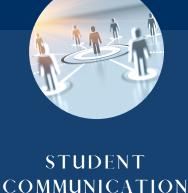
complete organization of the competition. You only have to send the participant data and we take care of the rest.



Our qualified MARGA trainers offer 6 different

KNOWLEDGE

learning videos on topics that are relevant to business adminis-tration and live Q&A sessions



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.

online.

the software.

MARGA for Students is carried out entirely

The teams manage their own virtual company over

Start with kick-off events for the

introduction to the program and

a total of seven periods. The task is to develop and manufacture products as well as to position and sell

Why should you participate?

Process

Between the decision periods, Q&A sessions are held with the MARGA coaches, who also provide individual tutoring during the self-directed team work.

Subject-related learning videos are available

throughout the program, business

management topics from the

business game.

them on the market. The team with the highest created company value wins.

Finally, there will be a final event with joint

reflection and announcement of the

of the TOP teams.

BE AN BE BE A SUCCESSFUL **ENTREPRENEUR** TEAM **FUN** The students develop The students learn how Management is And of course, fun is a company works and teamwork! The students also part of the game: management knowhow different how und strengthen organize themselves in The students do not their entrepreneurial departments interact. a team and jointly experience dry take complex decision-making skills. The goal is to lead the business In the business management-decisions, administration own company to simulation they learn success in a realistic contribute individual MARGA brings to think and act in management to competition. strengths and pull an entrepreneurial life in an exciting together. manner without online competition. taking any real risks.

across locations.

Who can participate?

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

Next date: April 29 – June 21, 2024 Learning content: Management know-how, Registration deadline: April 15, 2024 business decision-making skills and teamwork Total workload: Overall approx. 45 hours **Technology:** Online access via standard browser to the modern and intuitive software (flexible planning) spread over 8 weeks

The

program at

a glance

location in English or German (can be changed at any time).

Price: 740 € per Team (up to six persons),

For new customers the first team is free

Implementation: We offer a full-service

package with complete implementation

completely online and independent of

(no license model); the program takes place

of charge

economic background. **Your option:** The learning content can be tested in

an oral or written final exam. We are happy to

(no software installation required)

"Financial Basics", individual tutoring

Included: Learning videos,

Q&A sessions, Online Course

by experienced experts with an

provide you with possible questions

and answers.

Next steps



have any questions. You can also find more information at https://www.marga.net/e n/business-

<u>simulation/online-</u>

<u>competition-students</u>

Registration by the chair or department with names and e-mail addresses of all team members.

Registration deadline summer semester:



What our customers say

April 15, 2024

"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 of University of Muenster, participants MARGA for Students 2021

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, Prof. Dr. Jochen Zimmermann, Dean of the Department of

YOUR CONTACT

Economics, University of Bremen

"What I particularly appreciate about 'MARGA

for Students' is the extensive service. I have



PARTNER SINCE 1971

Successful partnership with ESMT Berlin

and Handelsblatt Media Group

Handelsblatt III MEDIA GROUP



Tel.: +49 2235 406 364

E-Mail: info@marga.de



Tel.: +49 2235 406 364

E-Mail: info@marga.de