

MARGA for Students

Online Competition
for students



What is it about?

MARGA for Students is a dynamic and practical online business game competition. Students from all over the world compete against each other in teams and experience first-hand what it means to run a company in a competitive market economy.

Students manage their own virtual MARGA company and make important decisions in the areas of marketing, sales, personnel, production, logistics and finance.. From strategic orientation to long-term success, they manage the entire business 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 teams

we care for everything else



COMPLETE ORGANIZATION

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



WELL-FOUNDED KNOWLEDGE

The program includes the Online Course "Financial Basics", subject-specific learning videos and live webinars with experienced trainers during the test round .



STUDENT COMMUNICATION

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

MARGA for Students is carried out entirely online.

Throughout the program, subject-related learning videos are available that refer to management topics from the business game.

Start with kick-off events for the introduction to the program and the software.

Two live webinars in the test round help the teams to familiarize themselves with the business game. During the self-directed work, the teams can make use of individual tutoring

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.

Finally, there will be a final event with joint reflection and announcement of the of the TOP teams.

Process

Why you should participate



BE AN ENTREPRENEUR

The students develop management know-how und 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 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 ?

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.

Next date : April 27 - June 18, 2026, registration deadline: April 13, 2026

Total workload: Overall approx. 45 hours (flexible planning) spread over 8 weeks

Price: 800 € per Team (up to six persons). For new customers the first team is free of charge

Implementation: We offer a full-service package with complete implementation (no license model); the program takes place completely online and independent of location in English or German (can be changed at any time).

Learning content: Management know-how, business decision-making skills and teamwork

Technology: Online access via standard browser to the modern and intuitive software (no software installation required)

Included: Learning videos, live webinars, Online Course "Financial Basics", individual tutoring by experienced experts with an economic background.

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.

The program at a glance

Next steps



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.



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

What our customers say

„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 our ongoing occupation.“

Team of University of Muenster, participants 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, Prof. Dr. Jochen Zimmermann, Dean of the Department of Economics, University of Bremen

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