

MARGA Management Training

One program - different formats

What is it about?

In the MARGA Management Training, participants acquire comprehensive management know-how and learn to think and act like entrepreneurs.

In a dynamic and realistic competition, the participants, divided into small teams, manage their own virtual company with all its divisions and functions over four simulation periods.

The participants make decisions as a team, analyze results and compete directly against other teams. Efficient controlling provides comprehensive information for well-founded decisions. The aim is to increase the value of the company as measured by the Economic Value Added (EVA).

THE FORMATS

Depending on your organizational conditions, choose between:



ONLINE 4-WEEK E-LEARNING PROGRAM

During the online business game competition, participants have access to learning videos and take part in online Q&A sessions. The time required is approximately four hours per week, which can be planned flexibly.



IN-CLASS 3-DAY COMPACT SEMINAR ON SITE

Participants train entrepreneurial thinking and action over three intensive days. The program offers a sophisticated combination of specialist lectures as well as individual learning and teamwork.



BLENDED LEARNING 6-WEEK TRAINING AS COMBINATION OF ONLINE AND IN-CLASS PHASES

In two one-day face-to-face modules, current management knowledge is developed in personal dialog. In the exciting online business game competition, the participants deepen their knowledge.

Who is the program suitable for?

MARGA Management Training is an open management game program in which individuals or groups can participate regardless of company or industry.

The program is suitable for career starters as well as specialists and managers with and without a business background who want to deepen their management knowledge. The MARGA Management Training uses the classic general management business simulation.

Your benefits with MARGA

SUSTAINABLE LEARNING

Participants experience complex, abstract management topics in a tangible way and apply the knowledge they have learned directly and playfully in concrete decision-making situations.

HOLISTIC PERSPECTIVE

Participants learn about the interaction of all functional areas in the overall corporate context. As a team, they are in direct competition with other teams.

DYNAMIC MARKET ENVIRONMENT

The MARGA business game offers a complex and realistic learning environment that reflects current political and economic events. Participants try out the practical case without any real risk.

INDIVIDUAL TUTORING

We work exclusively with our own experienced and highly qualified trainers, who provide you with reliable support in terms of both content and organization.

Contents

All participants:

- make real business decisions
- translate strategic decisions into operational measures
- learn about the interaction of all functional areas in the overall business context
- control operational processes and see how they are reflected in accounting
- align their own range of products and services to the needs of customers
- use controlling information to make well-founded decisions

Target group: Career starters, specialists and managers with and without a business background

Format: Online, face-to-face or blended learning program, bilingual in English and German

Online Course „Financial Basics“: as a theoretical basis for internal and external accounting in the program

Learnings: Management know-how, business administration skills, business decision-making skills and teamwork

Tool: modern & intuitive business game software with current scenarios on economic developments

Tutoring: content tutoring, subject-related learning videos and Q&A sessions or lectures by experienced experts with a background in economics

The program at a glance

Customer voices

“The greatest learning effect in the face-to-face simulation seminar is not based on the best final result, but on the constant alternation between content input, application of what has been learned in the simulation and reflection on one's own successes and failures.”

Lisa Kortenbruck, Operations Academy Adient Ltd. & Co. KG

“Through the MARGA Business Simulation I understood the connection between marketing, production and finance and how the decisions in the individual areas affect the value of the company. Great management training - The online game was a lot of fun, especially thanks to the competent and committed MARGA coaches”

Dr. Tilmann Fahlbusch, Operations EMEA Telling Manager, Clariant Produkte Deutschland GmbH

Sounds interesting?
Please feel free to contact us!!

More informationen about the program:

<https://www.marga.net/our-programs/management-training/>

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Partnership with ESMT Berlin and Handelsblatt Media Group



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