



Volkswagen

marga



business  
simulations

## MARGA Corporate Event for the Volkswagen Global Audit Conference in Prague

For the Global Audit Conference 2018 in Prague, Volkswagen authorized MARGA Business Simulation to run a half-day face-to-face corporate event. The target group of the business simulation were 80 international auditors.

The aim was to confront the participants with an entrepreneurial challenge and to intensify their network.

The event started with a short welcome and introduction to the business simulation. Thereafter, the teams were supposed to manage their virtual companies successfully in the dynamic competitive environment and to maximize the Economic Value Added. Therefore, they develop strategies to position their products on the different markets and implement them into operational decisions within the areas marketing, production, personnel and finance. Experienced MARGA trainers offered support and consultancy during all simulation periods.

The event ended with a final and award ceremony. All in all, the MARGA business simulation successfully made a contribution to

### **Entrepreneurial thinking and acting:**

The participants were trained to think more strongly in a customer-oriented manner, to take decisions within a management team, to reflect these decisions and to identify the consequences and interdependencies of decisions and strategies.

### **Profit mindset:**

The participants used information from cost accounting and financial accounting to support their decisions in a highly competitive environment.

### **Sustainable learning:**

The highly dynamic and intense competition develops and allows for a unique knowledge transfer.

### **Networking and motivation:**

The competition aroused emotions and awakened ambition. The teams aimed at common goals and shared successes and failures.

Welcome to the

GLOBAL AUDIT CONFERENCE 2018