

MARGA – The General Management Business Simulation



I hear and I forget.

I see and I remember.

I do and I understand.

Confucius



MARGA

Dear MARGA customers and friends,

Since 1971, the MARGA General Management Business Simulation stands for **Distance Learning**, and at that time was a pioneer of current developments. Self-managed learning independent of location and time is a modern trend, not only for environmental protection and cost reasons. But what are the prerequisites for making it effective?

Self-managed learning is usually integrated into our daily lives and requires a high degree of self-discipline. Here business simulations offer a decisive advantage: They captivate the participants in an exciting competition. And there is the additional motivation of applying learning contents within the team in practical management decisions. But is that enough to achieve **tangible learning effectiveness** in the end? It's not enough.

Successful Distance Learning is also characterized by an **intensive accompanying support** of learners: Not waiting until the participants ask questions, but actively addressing them; not only offering help, but providing guidance and suggestions, and finally also demanding performance – even if the MARGA team is working from diverse locations all over the world. **That is our mission.**

Current web-based trainings, classical tutorial notes and literature, web conferences and in-class training sessions – all together add up to a unique Blended Learning Solution. This combination makes the MARGA business simulation competition a particularly sustainable learning experience which benefits the participants for years afterwards. Generations of MARGA teams can confirm this.



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MARGA

Business Simulation

MARGA is a General Management Business Simulation in which participants manage every area and function of a company. In this process they learn about **current management instruments** and immerse themselves in the interrelations of business. By using the knowledge they experience, participants learn to qualify their decisions. A unique **transfer of knowledge** is made possible. Participants learn to think and act as entrepreneurs.

Offers

MARGA is offered as an **online competition**, in which teams compete with teams from other companies without leaving their workplace. MARGA is also available as an **open seminar** and upon request as an **inhouse program**.

Target group

MARGA addresses **high potentials** and **future leaders** employed in every function whether they have ever studied business or not. They use current management instruments in their jobs and would like to learn more about relevant business management correlations.

Team

MARGA is a **team-training** exercise. Up to six participants manage closely connected areas and functions together – while at the same time fulfilling real leadership tasks.

The individual team members are mobile and have access to their MARGA companies wherever they are worldwide. The **web-based MARGA learning platform** allows the communication between individual team members so that “virtual teams” may also work and train together.

Competition

Each MARGA **company competes directly with other teams** to establish and defend its market position with the products and services it offers. The goal for each team is to manage its company according to the basic principles of value-based management during multiple periods that build up on each other. The teams with the greatest company value are admitted to the final round.

Subject matter

MARGA arouses **entrepreneurial spirit** and makes management exciting and able to be experienced. Team members make real decisions in the areas of R&D, marketing, production, personnel, controlling and finance, among others. In this way, they learn how the different areas work together in the context of the company as a whole.

The overall goal for the team, in direct competition, is to align its product and service spectrum with market demands. Supported by effective controlling, teams are able to manage their companies according to the principles of **value-based management** and to maximize their company value.

MARGA is offered in two versions: **MARGA Industry** as a simulation of a company in industry and **MARGA Service**, in which service specific characteristics are reproduced.

Complexity of running a business has to be experienced – in real life or through MARGA.





MARGA

Blended Learning

Distance Learning

The participants work in the MARGA learning environment. Any web browser provides you with world-wide access to the MARGA platform with all its contents and functionalities.

Business simulation competition

MARGA teams design the future of their company with every decision they make. They learn actively and experience the **dynamic and suspense of the competition**. Learning contents are perceived as an aid and tool in achieving entrepreneurial success which in turn develops an extraordinary effective learning motivation.

Tutoring and communication

The MARGA service line and management team supports all team members by answering questions relating to organizational as well as subject matter issues. Moreover, it actively accompanies the teams, instructs them, offers suggestions, and in the end demands high performance. For the entire duration of the competition, every team has unlimited access to an **integrated Web conference tool** which provides an efficient communication link among the individual team members independent of location.

Kick-off and feedback

In the beginning, an individual Web conference is conducted for every MARGA team as a kick-off event to guarantee a rapid introduction to the business simulation. At the end of the main round, all teams receive feedback on the course of the competition.

Tutorial notes and literature

All teams are provided with tutorial notes that take up **management topics** and explain them clearly using the MARGA company as an example. More extended reference literature is recommended for deeper professional involvement.

ESMT Web-based Trainings (WBTs)

The educational Web-based programs **“Strategic and operational Controlling”** as well as **“Value-based Investment Planning”** cover some main contents applied in the simulation. They are technically integrated and may be booked additionally at a special price as optimal complement to the course.

Face-to-Face

Face-to-face events enrich the MARGA competition contents and provide a sustainable Blended Learning arrangement:

Short seminar

Upon request, short customized on-site events may be integrated into the business simulation either at the beginning of the course or at a later time, in which contents are explained by using the MARGA company as an example.

MARGA Management Colloquium

During an intensive two-day seminar at Schloss Gracht, an optional add-on to the largely self-managed learning program is offered for teams or individual persons to deepen their knowledge of **business administration basics**. This knowledge can then immediately be implemented in the business simulation.



Blend different methods and media into an individual learning style.





MARGA Facts

Schedule

The **MARGA Online Competition starts twice a year** in April and October. During the course of several rounds in the six months that follow, the best eight teams qualify for the final at Schloss Gracht.

<p>Training round Warming up: Participants get to know the content and MARGA platform and make the first test decisions in a two-week rhythm.</p>	April/May	October/November
<p>Main round Now it really counts: Optimize your teamwork, analyze the situation correctly and make the right decisions every 10 days.</p>	May/June	November - January
<p>Quarterfinals It's all been worth it: The best teams have to master a new situation in a tightly planned schedule which includes weekly decisions.</p>	July/August	January/February
<p>Semifinals Now it's getting tough: The most successful teams start up in a new and dynamic competitive landscape.</p>	August/September	February/March
<p>Final competition at Schloss Gracht The goal is within reach: The best eight teams compete to become the MARGA champion. Competition, networking, entertainment and awards ceremony.</p>	September	April
Spring		
Autum		

Time requirement

In the beginning participants need an average of five to six hours per decision round. The time necessary decreases to between two to three hours in the final rounds. On average, around **three hours a week** are necessary.

Each team runs through the test and main round with seven periods all together. Like this a participation of at least three months is guaranteed. Those teams who make it to the finals take part in the contest up to six months.

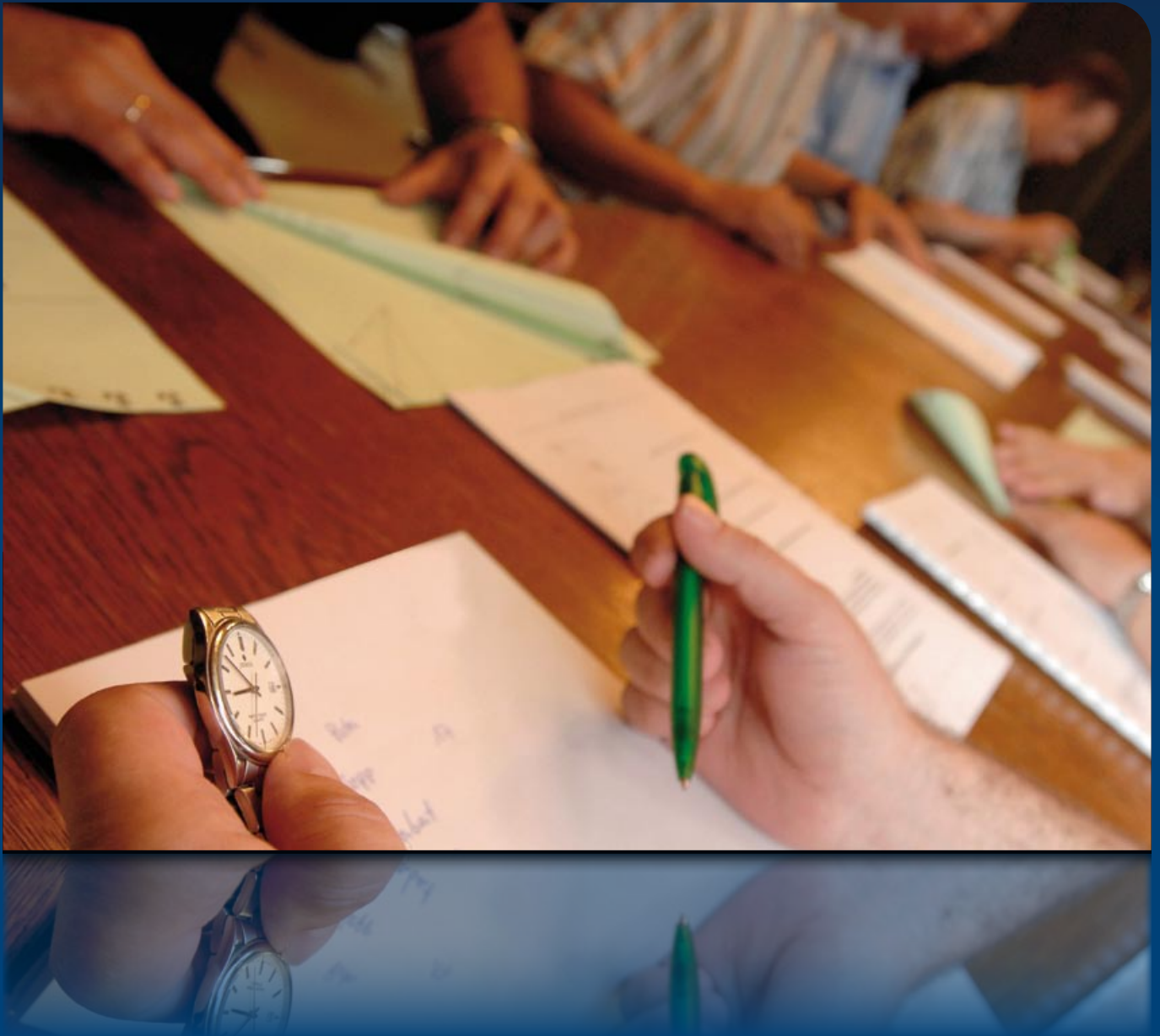
Conditions

- The price for participation in the **MARGA Business Simulations Online Competition** is **2,620 EUR** + VAT per team. With the registration of more than four teams, each fifth team is free. One team consists of up to six participants. State-accredited institutions of higher education receive a 50% discount within the scope of first-degree level qualifications.
- The **ESMT Web-based Trainings (WBTs)** "Strategic and operational Controlling" and "Value-based Investment Planning" may be ordered additionally at the extra price of **650 EUR** + VAT per team.
- The **MARGA Management Colloquium** offers an intensive two-day seminar to deepen the knowledge of business administration basics. The price per person is **920 Euro** + VAT and costs for board and lodging. Please consider the discount for more than four participants and early booking. For more information please go to www.marga.de.

Registration

In order to make a binding registration, please send your complete registration form to the named address. It works even more quickly if you register at **www.marga.de**. After the confirmation of the registration, your online access will take place at the earliest one week before the registration deadline. Starting with the registration deadline, teams have three weeks to organize and plan the first training period.

MARGA is time and team management.





MARGA
Partners

Opinions



„Marga was a fascinating learning experience. The members of our Asia Pacific team were based in Singapore, Jakarta (Indonesia), Bangkok (Thailand), Beijing (China), Chennai (India) and Melbourne (Australia) during the competition. We are proud that we made it to the Finals in Germany, where we enjoyed a couple of exciting days competing for the first prize and socializing with other teams from well-known companies.“

Finalist Suresh Verghis,
Heidelberg India PVT LTD.



„Using MARGA we were able to experience just how complex the connection between business decisions and company activities is. The suspense during the rounds and the fantastic final at Schloss Gracht topped off the MARGA adventure.“

Finalist Barbara Löffler,
Deutsche Lufthansa AG

References

- Allianz
- Bosch
- BP
- Carl Zeiss
- Clariant
- Coca-Cola
- Daimler
- Deutsche Bahn
- Deutsche Bank
- Deutsche Börse
- Deutsche Post
- Deutsche Telekom
- EADS
- EnBW
- E.ON
- Evonik
- Festo
- Heidelberger Druckmaschinen
- IBM
- Lanxess
- Lufthansa
- McDonald's
- MAN Roland Druckmaschinen
- RWE
- RWTH Aachen
- Sanofi-Aventis
- SCHOTT
- Siemens
- Sparkassen-Gruppe
- Stadtwerke Bielefeld
- ThyssenKrupp
- Universität St. Gallen
- Volkswagen
- u.a.

More to offer

MARGA Compact

MARGA Compact in three intensive days. This is an appropriate option for individuals as well as for small groups who are not able to send a whole team. Furthermore, it is suitable for teams that are willing to invest three intensive days.

For more information and to register please go to www.marga.de.

MARGA Inhouse

MARGA may also be arranged modularly according to a company's individual needs. In this way, you decide which content is most important, integrate MARGA into the human resource development within your company and decide what should be learned on-site and what should be offered as distance-learning. It would be our pleasure to support you through the complete process: from a needs-analysis to the realization. Talk to us about it!

MARGA – Tradition since 1971.



Initiators

MARGA Business Simulations

MARGA's beginnings go back to 1971. The **Universitätsseminar der Wirtschaft, USW**, which has since been integrated into ESMT European School of Management and Technology, was the first institution to offer the business simulation MARGA and used it in its own management programs. In cooperation with the **Verlagsgruppe Handelsblatt**, the open simulation competition, which still takes place twice a year in April and October, was offered for the first time that year.

MARGA has experienced many developments in regards to content, didactic, and technology, lastly as a part of **ESMT European School of Management and Technology**. From the beginning the basic idea has remained the same: to offer a business simulation as a learning method so that high potentials and future leaders can learn more about business and management methods and train these in a team and on the job.

In 2007 MARGA was transferred to the newly founded **MARGA Business Simulations GmbH**.

ESMT

European School of Management and Technology

ESMT was founded in October 2002 on the initiative of 25 leading German companies and associations with the aim of establishing an international management school with a distinctly European focus. As a private institution of higher education, ESMT provides executive education and offers an international full-time MBA program, as well as an Executive MBA.

ESMT holds shares in MARGA Business Simulations GmbH and uses MARGA in many management programs as an innovative and dynamic teaching method.

Verlagsgruppe Handelsblatt

Verlagsgruppe Handelsblatt, a company within the publishing group Dieter von Holtzbrinck Medien GmbH, produces high-quality information media that encompasses newspapers, magazines, special-interest media, and internet portals.

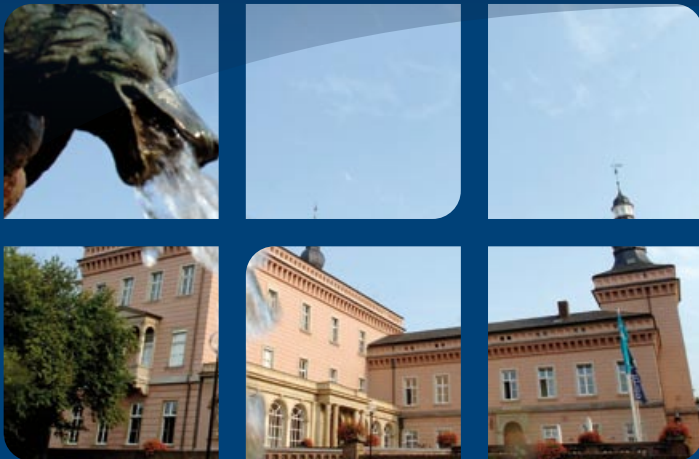
Verlagsgruppe Handelsblatt has been a partner of MARGA Business Simulations since 1971 and was one of the initiators.

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Schloss Gracht

Twice a year MARGA finalists meet here to determine the best of the best from MARGA Industry and MARGA Service. Taking place in Schloss Gracht's wonderful atmosphere, this exciting event becomes an unforgettable experience.



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MARGA – The General Management Business Simulation

Yes, we want to go for success!

The participation fee per team is 2,620 EUR plus VAT. With registration of more than four teams from one company, each fifth team will join MARGA free of charge. A team consists of up to six people. Furthermore, the MARGA Management Colloquium offers an intensive training on managerial know-how within a two-day seminar, which can be applied directly in the MARGA competition. Every fifth person per company participates free of charge. The ESMT Web-based Trainings (WBTs) 'Strategic and operational Controlling' and 'Value-based Investment Management' may be ordered additionally at the extra price of 650 EUR + VAT per team.

- REGISTRATION OF MARGA INDUSTRY 2010**
- REGISTRATION OF MARGA SERVICE 2010**
- English version
- German version
- We would like to order the **ESMT WBTs** at the price of **650 EUR** plus VAT per team.
- We would like to enroll ____ participants for the **MARGA Management Colloquium** at Schloss Gracht. The participation fee is **920 EUR** per person (plus VAT). Costs for board and lodging will be charged separately

- Kindly inform me about an integrated short seminar.
- We are interested in integrating MARGA into our in-house eLearning platform.

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Company:

Invoice address:

Fax for success:
+ 49 2235 406 333

Or enroll online:
www.marga.de

Registration by
March 31, 2010

TEAM

Team leader:

City / Country:

Phone / E-mail:

Additional team members:

2. _____
first name / last name / E-Mail

3. _____
first name / last name / E-Mail

4. _____
first name / last name / E-Mail

5. _____
first name / last name / E-Mail

6. _____
first name / last name / E-Mail

Please use one form per team!