

The MARGA Online Competition is awarded with the Comenius-EduMedia- Medal

Berlin July, 2021: At the award ceremony of the 26th Comenius-EduMedia-Awards for digital education media, the MARGA Business Simulations GmbH received not only the Comenius-EduMedia-Seal but also the coveted Comenius-Medal. With this award the “Gesellschaft für Pädagogik, Information und Medien e.V.” (GPI) honors outstanding digital educational media for career, training, school, culture and leisure.

As a joint initiative with ESMT Berlin and Handelsblatt Media Group, the MARGA Online Competition has been the MARGA flagship since 1971 and enjoys great popularity both nationally and internationally. „We are very pleased to receive the Comenius-Award”, says MARGA Managing Partner Dr. Christoph Heinen, who personally accepted the medal at the ceremony in Berlin. “The Online Competition is a very special learning experience for all participants. The unique combination of sound management knowledge with practical implementation in the business simulation, teamwork and individual support creates an exceptionally sustainable learning environment. Receiving the Comenius-Award confirms this once again.“

At the Comenius Award ceremony 2021 in Berlin the Comenius Seals and Medals have been awarded in four categories: Didactic Multimedia Products, General Multimedia Products, Teaching and Learning Management Systems, and Computer Games with Competence-Promoting Potential. Awards are only given to those who design and implement digital educational media according to pedagogical, didactical, aesthetical, and technical criteria. Out of a total of 185 digital educational media tested, the coveted EduMedia-Medal have been awarded to 19 outstanding products from four countries.

One of them was the MARGA Online Competition, which was able to convince as an effective and sustainable online management training for young professionals in the category “game-based digital educational media”. “Everything happens in a virtual environment that is very close to reality and awakens the learners inspiration, enables them to analyse and solve problems. The simulation requires insight and strategic planning, it develops social and personal skills such as teamwork, self-confidence, and the competitive spirit. [...] Support for participants ranges from the availability of theoretical material to electronic online and even telephone guidance. [...] It is an exemplary digital simulation that perfectly fulfills its educational purpose”, highlighted Christos Giannoulis, GPI jury member, in his laudation.

The whole MARGA team is very pleased that the MARGA Online Competition has received the Comenius Medal, one of the highest awards for educational media. “Started 50 years ago as a distance business simulation competition, run for almost 20 years as an online competition and now more topical than ever due to the Corona pandemic - we are pleased that the appreciation of the participants in this initiative has now been "sealed" by the professional world through the award of the Comenius EduMedia Medal”, explains Andreas Nill, Managing Partner.

Program Director Janine Hirschfeld is also delighted about the award: “We are incredibly proud to have received the Comenius Medal for the MARGA Online Competition. With this digital training measure, we have already been able to encourage more than 100,000 participants in their entrepreneurial thinking and acting. Every year it is great to see how young professionals try out their skills as business managers in a virtual learning environment and grow with new challenges.“

About the MARGA Online Competition:

The MARGA Online Competition is a global competition that is carried out annually since 1971 and lasts for a total of six months. It conveys business contexts and makes management tangible. In a realistic competition the participants take on the management of their own virtual company and compete against teams from all over the world. They develop strategies and implement them in business decisions. From goal setting to corporate strategy to sustainable success, the participants control the entire entrepreneurial processes themselves. In this way, they train management know-how and strengthen their business decision-making competences.

The participants work with a user-friendly and intuitive simulation software that offers a complex yet clear learning environment with an extensive portfolio of additional materials like tutorial notes and the online course “Financial Basics”. In addition, the MARGA tutors provide intensive and proactive support to an unlimited extent, so that the participants can discuss content-related issues with experienced and qualified experts at any time via phone, e-mail, or web conference. Webinars are offered regularly to shed light on topics that participants encounter in the simulation. The knowledge gained in this way can be transferred directly to the competition and supports decision-making in the simulation.

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