

UGM Students Second Winner in Business Strategy Competition

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UGM students in Economics and Business science joining the *Doa Mama* team have won second award titles in the *5th National Strategy Case Competition (NSCC) 2016*, held in Jakarta. Recently. The students are Adrianus Rio (Management 2012), Ikhsan Brilianto (Accounting 2012) and M.Ghufrani Faza (Management 2012).

NSCC is hosted by StudentxCEO Chapter Jakarta collaborating with Indonesian business consulting firm, SKHA Consulting. As many as 180 student teams from Indonesian universities joined the competition.

Ghufrani said all participants were asked to give input and recommendation related to business cases in each selection stage that produced 15 big teams. Then, of the big 15, they were asked to give advice to problems affecting a bank with civil servants segmentation that also has a cooperative network.

“The best five teams are entitled to go to the final to present their analysis at University of Indonesia,” he said on Wednesday (18/5) at UGM.



Next, the five big teams had to analyse problems found in a property industry. Each team had to submit proposals on business strategy plans for the company to be able to compete well in the industry.

“We’re proud to earn this award. Hopefully, we can continue to make achievements for UGM,” he said.

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