

# UGM Phinisi Team Wins Third Place in APEX Global Business - IT Case Challenge

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Once again, another international achievement is presented by students of UGM. This time the students of the Faculty of Economics and Business joining the Phinisi team won the third place in international competitions of *Global Business - IT APEX Case Challenge 2011*, held from 24-29 April in Singapore. The first place is won by the team of Hong Kong University followed by the Aspire team of Copenhagen Business School in second position.

The Phinisi team comprised three students of Economics and Business Faculty in International Undergraduate Program, namely Yanuar Kurniawan, M. Adri Yahdian, and Alessandra Fecilia Aldy. They successfully entered the final after going through a long series of selection. Earlier in the preliminary round, they competed with 27 other university teams from 15 countries.

Some colleges participating in this competition are the Singapore Management University, University of Indonesia, Bina Nusantara University, Bandung Institute of Technology, Corvinus University of Budapest, Hungary; Queensland University of Technology, Australia; Aarhus School of Business, Copenhagen Business School; University of Florida, Texas A & M University, the University of Minnesota, United States; Stellenbosch University, University College London and University of British Columbia.

In the final round, Phinisi competes with Target team from the Hong Kong University and Aspire from Copenhagen Business School. Each team is given a case to be solved. All three are required to analyze the existing problems and provide solutions in 1x24-hour duration.

The struggle of Phinisi team whose mentor is Prof. Dr. Jogiyanto Hartono Mustakini, M.B.A, received full support from the Faculty from the initial preparation, mentor assignment, until the departure to



Singapore. Vice Dean for Student Affairs, Alumni, Cooperation, and Business Development, Prof. Wihana Kirana Jaya, M.Soc. Sc., Ph.D., says this support as a manifestation of the faculty's commitment to support the students non-academic activities, particularly student participation in international competitions.

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