

MM UGM Students Won National Business Competitions

Monday, 25 February 2013 WIB, By: Marwati

YOGYAKARTA - Students of Magister Management (MM) UGM have made outstanding achievements nationally. In 2012, MM UGM team won three business competitions, first, *Master of Journey Management*, Faculty of Economy UI. Second, first winner in *International Association of Students in Economic and Commercial Sciences (AIESEC)* UI, and third was the best team in *National Business Case Competition* at Universitas Airlangga, Surabaya.

Director of MM UGM Prof. Dr. Lincoln Arsyad, MBA., said the the achievements were a pride to UGM. He hoped that UGM students can also make achievements internationally. He then supports the participation of the students in a business competition in Thailand in March. "(I hope) not only at national level but also international level you will become the winner," said Lincoln opening pride business competition club parade in the auditorium of Sukadji Ranuwiraho, Friday (22/2).

In the parade of pride, First Team consisting of Dyah, Adrian Tony Prakoso and Yosep Andi who won the competition of MJM UI 2012, presented the idea of business strategy related to the transformation of PT Pos Indonesia. Dyah said the main challenged faced by Pos Indonesia depends on the improvement of marketing and human resources. "We offered the concept of *Refresh, Reform, Recharge*, which is service innovation. to increase consumer satisfaction," The idea was declared the winner, beating 70 participating teams. MM UGM won twice in a row.

Meanwhile, the Baruklinting team has made social problem into a business opportunity. The team consisting of Eko Prasetyo, Titis and Palupi have offered the idea that water hyacinth in the Rawa Pening area of Semarang be made organic fertilisers. The local government had formerly disbursed up to IDR6 billion to eradicate the plant. The plant is able to duplicate into tens of thousands only in 8 months. "We offered the making of *Cengok* organic fertilisers that involved the local people from idea to marketing," said Palupi, one member of the winners in the AIESEC business challenge.

Related News

- [UGM Student Teams Win 6 National Debating Competitions](#)
- [UGM Awards 62 Outstanding Students](#)
- [UGM Students Make 508 Achievements Throughout 2016](#)
- [UGM Students 2nd Winner in HSBC Business Case Competition 2018](#)
- [Thanks to Fish Waste, UGM Students Win National Business Competition](#)