

The level of business creativity, UPNVJ Holds Design Thinking Activities with Business Craft Board Game

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HumasUPNVJ - Realizing the importance of innovating in an effort to create businesses that are not only economically valuable but businesses that can benefit the wider community UPN "Veteran" Jakarta through the UPT Business and Career Development held an activity " *Design thinking with Business Craft Board Game*" which was held in the Auditorium Bhineka Tunggal Ika, on Monday (15/04/19).

The activity which was attended by resource person Dr. Tripti Rose Kartika, SE, MM from the Creative Media State Polytechnic was attended by student representatives from all faculties and Deputy Dean of UPNVJ Cooperation and Student Affairs. This activity aims to support students in the upcoming 2019 Indonesian Student Business Competition (KBMI).

In this case Acim Heri Iswanto as Deputy Dean for Student Affairs FIKES conveyed "I hope that with this explanation there will be a lot of valuable input and reviews in order to participate in this year's KBMI. This very tight competition, if you pass later, are students who pass the very tight competition. Therefore, we are obliged to make good, relevant and useful business proposals for the university, students and the wider community. Hopefully we can follow it to the end and the younger siblings can take part in the competition well this year and the following years. With the existence of these new concepts, hopefully it will not only improve from an economic point of view but can be of benefit to the wider community.



Dr. Tripti Rose Kartika, SE, MM apart from providing useful input, she also provided solutions in the form of business innovation learning methods using board games as media. With the title *Business Craft* media, this invites business people to learn principles related to business strategy in a fast, easy and fun way.

Business Craft is a business innovation simulation board game that takes the essence of a book entitled "*Rise Above the Crowd*" written by Indrawan Nugroho. With this game it is not impossible for players to master how to develop a business in a short time.



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