

UPNVJ FEB Accounting Masters Company Visit to Garudafood: Strengthening Omnichannel and Digital Business Learning

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Public Relations of UPNVJ - The Master of Accounting Study Program, Faculty of Economics and Business, Veteran National Development University Jakarta (FEB UPNVJ) held a company visit to Wisma Garudafood on Tuesday (2/12/2025).

This activity involves active students and coordinating lecturers discussing industry practices in the Global Business Perspectives course. The goal is to strengthen graduates' readiness for the dynamics of omnichannel and digital business through direct presentations from practitioners.

The visit opened with a presentation by Nanang Febrianto, Finance & Accounting Director of Garudafood, who discussed financial report management strategies, accounting function transformation, and challenges and opportunities in the digital ecosystem. The interactive discussion continued with Ken Wahyu Kartika, Head of Talent Acquisition & Employer Branding, who explained employer branding-based talent management for organizational sustainability in a competitive era. As a result, students received strategic insights for strengthening the curriculum, linking and matching it to industry needs.

Students are expected to understand industry accounting standards, enhance analytical sensitivity to financial data, and gain professional perspectives aligned with the program's vision. This activity demonstrates the academic-industry engagement at FEB UPNVJ, supporting superior, adaptive graduates.

UPN Veteran Jakarta Rector Prof. Dr. Anter Venus, MA, Comm., welcomed this initiative as part of the university's transformation. "The FEB's visit to Garudafood reinforces our policy of developing globally competitive national defense graduates through industry linkages and matches. This accelerates the achievement of Indonesia Emas 2045 with an adaptive curriculum that embraces digital technology and sustainable business," he said.

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