



# PKKMB FEB UPNVJ 2024: Transformative Vision in an Increasingly Connected World

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**HumasUPNVJ** - The Faculty of Economics and Business, National Development University "Veteran" Jakarta, held an Introduction to Campus Life for New Students (PKKMB) activity for two days on August 14-15, 2024.

Located at the Cijantung Command Hall, East Jakarta, PKKMB FEB UPNVJ 2024 is entitled "Wibawa Artha" with the theme "Society 5.0: A Transformative Vision for a Hyperconnected World."

PKKMB FEB UPNVJ 2024 aims to introduce campus life to thousands of new students so that students can be better prepared to face early college life.

#### First day

The 2024 FEB PKKMB activity began with an opening and continued with a presentation from the Dean of FEB and his staff. The presentation contained information about FEB, including the faculty's organizational structure which includes the roles and responsibilities of the Vice Deans in supporting all academic and administrative activities.

The Vice Dean plays an important role in ensuring the smooth operation of the faculty, both in terms of academic management, research, student affairs, and cooperation with external parties.

Next, there was a presentation from the head of each department at FEB. This presentation included specific information about each department and study program (prodi) at FEB UPNVJ, which included the curriculum, competencies expected from graduates, and career opportunities after graduation.

The event continued with a talk show featuring a line-up of competent speakers, namely Agristanda Surya Kusuma, SE as a representative of Customs and Excise, Belinda Azzahra Irwan Putri as CEO & Founder of Kelas Belinda, and Esther Natalia Dominiq Lubis as CEO & Founder of Startup ProduktifKuy.

This talk show discusses revolutionary concepts proposed to overcome challenges and take advantage of opportunities in the increasingly sophisticated digital era. The speakers explain about student achievements, careers, time management and also discuss customs policies in Indonesia.

In her discussion, Esther Natalia said, "Life is not only about success and wealth, that is only part of it. Life is about accepting yourself."

#### The second day

The highlight of the second day of PKKMB FEB 2024 was the sharing session from outstanding students (Mapres). They are Yogi Satrio Bagus, CSA as the winner of the Investment Competition; Tegar Fadillah as Champion seeker of the Business Model Canvas Competition; Amalia Ridya Salsabila Putri as IISMA Co-Funding Awardee 2023; and Rizki Romadhoni Saputra as the winner of the national pencak silat competition.

Yogi shares his experience in preparing himself to face tough competition, as well as the importance of in-depth knowledge in the world of investment.

"All processes certainly cannot be separated from what is called 'ammunition'. We can start to build personal branding, public speaking, and English skills. So, all of that is not just about luck," said Yogi.

Meanwhile, Tegar provided views on the importance of creativity and innovation in the business world.

"Don't give up at the beginning. That's where new challenges begin. Be diligent in looking for information out there that provides many competitions," said Tegar.

Amalia shared her experience as an IISMA Co-Funding Awardee who had the opportunity to study abroad. "Although homesick, the international experience opened my eyes to many new things and taught me the importance of thinking globally, but still appreciating our cultural roots," said Amalia.

Rizki shared stories about the discipline and dedication needed to achieve success in the field of pencak silat. "The importance of time management for students. So, between campus and hobbies can be balanced," said Rizki.

In addition to the sharing session from the Mapres, a number of Student Organizations (Ormawa) and Student Study Groups (KSM) of FEB also introduced themselves and their superior programs.

The second day of PKKMB FEB 2024 ended with a prayer reading and energetic performances from 2 FEB bands, namely the Management Jazz Project and AKS1 Project Music, which succeeded in enlivening the atmosphere of the Command Hall.

The songs performed by this band are not only entertaining, but also create a spirit of togetherness among the new students.



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