

**INVENTOPIA 2025**

**FBM-SEREMBAN INTERNATIONAL**

**INNOVATION COMPETITION (FBM-SIIC)**

# **INNOVATION IN ACTION: TURNING IDEAS INTO REALITY**



## **Chapter 20**

# **Business Adventure - The Entrepreneur's Quest**

Siti Hajar Binti Muhd Ariff, Norashikin Binti Rosli & Norbaini Binti Ghazali

Politeknik Port Dickson  
Politeknik Sultan Azlan Shah  
Politeknik Kota Bharu

*hajarariff@polipd.edu.my*

### **ABSTRACT**

In an era defined by innovation, entrepreneurship, and rapidly changing economic landscapes, there is a growing need for educational tools that not only convey theoretical knowledge but also cultivate practical skills and entrepreneurial mindsets. The Entrepreneur's Quest is an innovative educational board game designed to transform how business and entrepreneurship concepts are taught to diploma and undergraduate students. Moving beyond passive learning, the game immerses players in a dynamic simulation where they must navigate the complexities of starting and growing a business from launching a startup to managing a corporate empire. Unlike conventional board games, this game incorporates a structured knowledge system through tiered question cards covering management, marketing, strategy, and digital entrepreneurship. Players must answer these questions correctly to make strategic moves such as purchasing properties, upgrading businesses, and making investment decisions. This abstract summarizes a study that adopts a design-based research (DBR) methodology to evaluate the educational impact of the game among a cohort of diploma students. Data collected through observations and focus group discussions reveal that the game significantly enhances engagement, motivation, and comprehension of core business concepts. Students reported increased confidence in applying theory to practice, along with improvements in financial literacy, strategic thinking, and teamwork. The results affirm the game's effectiveness as both a revision tool and a platform for experiential learning. It encourages students to think critically, collaborate, and adapt to challenges as essential skills in today's entrepreneurial ecosystem. This paper recommends integrating Business Adventure - The Entrepreneur's Quest into entrepreneurship and management curricula to complement conventional teaching methods. It also proposes digital adaptation and content customization for broader reach and versatility. Ultimately, this gamified approach redefines how management and entrepreneurship is taught, making learning more engaging, memorable, and impactful.

**Key Words:** Entrepreneurship, business adventure, management, educational board game.

## **1. INTRODUCTION**

In the evolving landscape of education, traditional teaching methodologies are increasingly being supplemented with innovative and interactive learning tools to keep pace with the digital generation's learning preferences. One such approach is gamification, which refers to the integration of game-based mechanics and thinking into non-game contexts such as education. This method has demonstrated significant promise in enhancing student motivation, engagement, and knowledge retention. In business and entrepreneurship education, where experiential learning plays a pivotal role, gamification has the potential to bridge theoretical concepts with practical application.

**Business Adventure: The Entrepreneur's Quest** is an educational board game designed to simulate real-world entrepreneurial experiences and strategic business decision-making in a structured and engaging environment. The game mirrors the journey of entrepreneurs as they build and manage businesses, starting from a small startup to a thriving corporate empire. Players must navigate financial constraints, market dynamics, and strategic investments while responding to unexpected events such as cybersecurity breaches, viral trends, or market crashes. Through this experiential learning platform, students not only revise their theoretical knowledge but also enhance essential 21st-century skills such as critical thinking, leadership, financial management, and adaptability.

The game employs a unique combination of structured question cards, business sectors, and scenario-based event cards (**Entrepreneur's Luck** and **Business Challenges**), offering players a well-rounded business simulation. What sets this game apart from traditional board games like Monopoly is its academic foundation. Players must correctly answer questions in business management, marketing, strategy, and entrepreneurship before acquiring assets. This mechanism ensures that knowledge acquisition is directly linked to game progression, transforming passive learning into an active cognitive process.

This paper presents the design, implementation, and evaluation of **Business Adventure: The Entrepreneur's Quest** as an educational intervention for diploma-level business students. The study explores how the game impacts learners' understanding of entrepreneurial concepts, their ability to apply theoretical knowledge, and their strategic thinking in dynamic business environments. The results indicate promising outcomes in both cognitive engagement and conceptual understanding, positioning the game as a valuable tool for modern business education.

## **2. LITERATURE REVIEW**

Recent studies have emphasized the transformative potential of gamification in education, particularly in domains requiring strategic thinking and real-world application such as business and entrepreneurship. Ferri, Grifoni & Guzzo (2020) assert that gamification helps bridge the gap between abstract knowledge and practical experience, especially when students are allowed to experiment within simulated environments. Similarly, García- García-Holgado, García-Peñalvo & Rodríguez-Conde (2021) demonstrate that serious games promote learner autonomy, creativity, and entrepreneurial confidence by placing learners in decision-making roles.

Entrepreneurship education benefits significantly from tools that simulate uncertainty, competition, and innovation. According to Ab Rahman, Yaacob & Mohd Yusoff (2022),

gamified entrepreneurship learning allows students to take calculated risks and understand the consequences of their business decisions without facing real-world penalties. Mahmood, Salleh & Abdullah (2023) further argue that serious play increases entrepreneurial intention and strengthens business acumen when aligned with curriculum goals. This approach resonates with Sánchez-Mena and Martí-Parreño's (2019) findings, which indicate that engagement and motivation are heightened when learners perceive challenges as meaningful and the learning environment as immersive.

The integration of digital economy elements such as e-commerce growth, technology disruption, and globalization are also critical in preparing students for current market realities. Business Adventure: The Entrepreneur's Quest incorporates these themes through scenario cards and interactive gameplay, aligning well with emerging trends in digital entrepreneurship education.

### 3. METHODOLOGY

This study adopted a design-based research (DBR) methodology, involving iterative phases of design, development, implementation, and evaluation of the board game in a real educational context. The participants consisted of 30 diploma-level students enrolled in business and entrepreneurship-related subjects at a polytechnic institution in Malaysia.

Research Objectives:

1. To apply entrepreneurial decision-making in dynamic business scenarios
2. To demonstrate understanding of core management functions
3. To integrate marketing, finance, and strategy in business development
4. To foster entrepreneurial mindset and risk-taking behaviour

The game was introduced as a supplementary learning tool during workshop sessions. Students were divided into groups of 4–5 players or groups, and each session included a short briefing, gameplay lasting 60–90 minutes. Observations and focus groups were used to capture student responses and experiences throughout the sessions. How to Play the Game:

- Each player begins with a small capital and starts as a startup entrepreneur.
- Players take turns rolling a dice to move around the board.
- When landing on a property/business sector, players must answer a question card (Easy, Medium, or Hard) based on the category (Strategy, Marketing, Finance, Human Resource, Operations, etc.).
- If the answer is correct, the player can purchase or upgrade the business.
- If incorrect, they lose money or miss a turn (penalty).
- Event Cards (Entrepreneur's Luck or Business Challenge) are drawn when players land on specific tiles, simulating real-world disruptions or opportunities.
- The game involves collecting revenue, investing in marketing, taking business loans, and acquiring or merging companies.
- The goal is to build a corporate empire while maintaining financial health and making strategic decisions.

#### **4. RESULTS & DISCUSSION**

The findings indicate that students showed higher levels of participation, enthusiasm, and retention of business concepts during and after gameplay. Participants appreciated the game's requirement to correctly answer academic questions before progressing, as it motivated them to recall and apply theoretical content. The use of tiered questions also allowed students with different competency levels to participate meaningfully.

The strategic nature of the game, particularly its dynamic financial management and event response elements, encouraged players to think critically and make calculated business decisions. Game events such as "Market Crash" and "Tech Boom" simulated economic volatility, encouraging players to assess risk and adapt their strategies. The opportunity to experience business expansion, marketing investments, and hostile takeovers in a safe, simulated environment contributed to deeper learning.

Students demonstrated a more integrated understanding of business functions—especially how finance, marketing, and strategy interact in business development. Many exhibited improved decision-making and negotiation abilities as they collaborated and competed during gameplay. Players adopted entrepreneurial mindsets and showed increased willingness to take calculated risks—aligning with one of the research objectives.

Overall, the game succeeded in transforming theoretical knowledge into practical decision-making. The findings highlight the effectiveness of game-based learning as an experiential and motivational tool for business education.

#### **5. CONCLUSION & RECOMMENDATIONS**

In conclusion, Business Adventure: The Entrepreneur's Quest is a practical and engaging educational tool that supports the learning of entrepreneurship and management concepts through immersive, gamified simulation. The game's alignment with academic content, combined with its experiential format, contributes to cognitive and behavioral learning outcomes that traditional instruction may not fully achieve.

Recommendations for future implementation include Integrating the game as a recurring formative assessment tool across business modules, customizing game content to reflect specific industry trends or local business contexts, developing a digital version to support blended learning or remote education, conducting longitudinal studies to evaluate the long-term impact on entrepreneurial intention and academic performance and exploring cross-disciplinary applications. In example, integrating accounting, technology, and ethics scenarios for holistic business education.

By embracing gamified learning tools like Business Adventure: The Entrepreneur's Quest, educators can empower students with the skills and mindset necessary to thrive in the modern business landscape.

#### **REFERENCES**

Ab Rahman, F., Yaacob, A., & Mohd Yusoff, S. N. (2022). Gamified pedagogy in entrepreneurship education: A Malaysian perspective. *Education and Information Technologies*, 27, 2487–2505.

- Ferri, F., Grifoni, P., & Guzzo, T. (2020). Online learning and emergency remote teaching: Opportunities and challenges in emergency situations. *Education Sciences*, 10(10), 345.
- García-Holgado, A., García-Peñalvo, F. J., & Rodríguez-Conde, M. J. (2021). Serious games and entrepreneurship: A learning proposal. *Education in the Knowledge Society*, 22, e24729.
- Mahmood, M. I., Salleh, R., & Abdullah, M. (2023). Entrepreneurial mindset and intention through serious play: An exploratory study using educational board games. *Journal of Entrepreneurship Education*, 26(6), 1–14.
- Sánchez-Mena, A., & Martí-Parreño, J. (2019). Drivers and barriers to adopting gamification: Teachers' perspectives. *Electronic Journal of e-Learning*, 17(6), 417–426.