Development of a Board Game to Enhance Learning Achievement in Quality Store Systems for Retail Store Management

Development Process »

Research and Development
Design Thinking
Game-Based Learning
MDA Framework
SAVEQC
QMS

My Shop Board Game

Expert Evaluation

Prototype Assessment
Overall Evaluation

Educational Impact

Learning Achievement
Student Engagement

The average pretest score was 18.83, while the average posttest score climbed to 26.54.

Mean
Content 4.25
Format 4.58
Game mechanics 4.00
Materials 4.67
Graphic design 4.47
Overall quality 4.67

5
4.5
4
3.5

T. Supornpraditchai and K. Tansuwan (2025), Faculty of Business Administration, Panyapiwat Institute of Management, Nonthaburi 11120, Thailand, Corresponding author: tanyasup@pim.ac.th