

### Bachelor of Management and Bachelor of Entrepreneurship Regular Class

Starting in 2013, ITB only accepts admission for undergraduate program through SNMPTN and SBMPTN. Prospective students from Businesses / Institutions / Local Governments intending to continue their studies, please enroll through SNMPTN and/or SBMPTN.

SNMPTN  
<http://snmptn.ac.id/>

SBMPTN  
<http://sbmptn.ac.id/>



#### SBMPTN

- SBM ITB is classified in IPS (Social) written test track
  - Students must be from IPA or IPS class ;
  - Subjects :  
Basic Subjects: Matematika Dasar, Bahasa Indonesia, dan Bahasa Inggris.  
Social Subjects: Sosiologi, Sejarah, Ekonomi, Geografi.
- Details about ITB Written Test Track: [www.usm.itb.ac.id](http://www.usm.itb.ac.id)

### Bachelor of Management International Business Class

Starting in 2016, ITB open enrollment through international class admission track. Prospective students from Businesses / Institutions / Local Governments intending to continue their studies, please enroll through this track and follow the procedure. Every admission process must follow the procedure in <http://usm.itb.ac.id>

Prospective students must meet the following requirements:

- Have good English language skills, proven by one of the English language proficiency certificates.
- Has one of the International educational qualification certificates as follow: SAT / A Level / AS Level / AICE/ STPM / EB / IB / Other international educational qualification certificate that is equivalent to one of the above certificates

#### Selection will only evaluate the documents:

- Evaluation Report (Rapor) from first until last semesters
- English Proficiency Certificate
- Recent Photo
- Upload to [usm.itb.ac.id/oreg](http://usm.itb.ac.id/oreg)

There are no selection tests held by ITB for international class applicants.



## Undergraduate Program School of Business and Management Institut Teknologi Bandung



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## Why SBM ITB?

### Our concept is NOT just about the concepts. It's implemented.

The School of Business and Management ITB (SBM ITB) is the only school/faculty in ITB built on the humanities and management science. The ministry requires higher education institutions to conduct Tri Dharma Perguruan Tinggi.

SBM ITB is developing itself to excel in education, to develop and to disseminate knowledge in the fields of business and management. The research activities focus on business cases and management practices of the leading successful companies in Indonesia so that the development of management will be relevant to the Indonesian context.

Proximity to business environment and reliable research methodology improves SBM ITB's ability to create excellence in research. As part of the internalization strategy, SBM ITB aims to achieve international accreditation. Furthermore, SBM ITB emphasizes globalization in order to prepare its students to compete with the students of other leading business schools in Asia and Pacific.

## Three (3) Years Program

Faster is better, right?

Our language of instruction in undergraduate program is English and the curriculum consists of minimum 144 undergraduate credits, which can be completed in nine semesters or three years. SBM ITB has the advantage to accelerate the study progress through short semesters, making it possible to graduate a year early when compared with other schools/faculties in ITB.

The learning process consists of several learning stages with specialized competencies designed for each stage. In the first year (semester 1 and 2) the program is aimed to broaden the students spectrum in thinking from the very scientific spectrum until they are prepared for team work and strive really hard to face difficult challenges.

As a freshman, SBM ITB students would do activities such as introduction to undergraduate program, orientation program in predetermined venue over a period of two days, management practice culminating in a stage performance held for the public, field trip in a rural area and conduct a three-day survey, communication training such as discussion and debates are encouraged, develop reading abilities and to write summaries of the arguments raised in English.

## BACHELOR OF MANAGEMENT

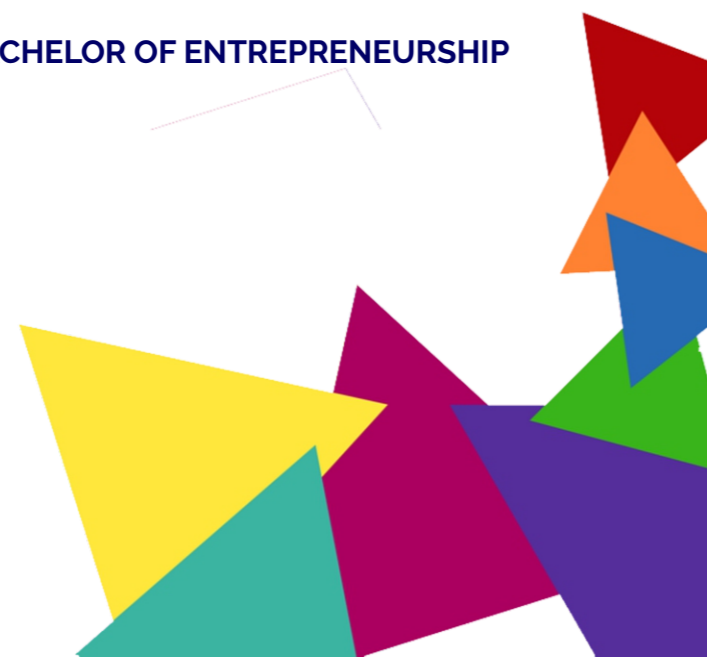
Concentration in

- Finance
- Marketing
- Operation
- People Knowledge
- Managing Innovation and Technology or
- General Management

## BACHELOR OF MANAGEMENT

International Business

## BACHELOR OF ENTREPRENEURSHIP



# BACHELOR OF MANAGEMENT

With Special Focus on International Business

The aim of the program is to produce graduates in management who are able to conduct analysis and plan systems of management, and are highly skilled in using management concepts and frameworks together with technology to solve management problems in a business; who have leadership qualities and are able to make management decisions as well as skillfully communicate effectively; and are able to be adaptive in the context of management problems which they might face, whilst also considering ethics, integrity and social responsibility.

**2<sup>nd</sup> Year** The technical side of management is studied in more depth along with the applied in business and management skills. Students take classes in finance, marketing, law, leadership, and other topics.

Students would also participate in a real business experience in a two-semester course called Integrative Business Experience (IBE), students must establish a commercial entity. They will then seek to acquire a bank loan, find reliable suppliers and of course attract loyal customers.

**3<sup>rd</sup> Year** Students would enroll such classes as business information system, international business & trade, and decision making & negotiation, which serve to incorporate the subjects covered in the previous semesters.

Students would also start to choose a major/concentration depending on area of interest as well as their plan for a future career.

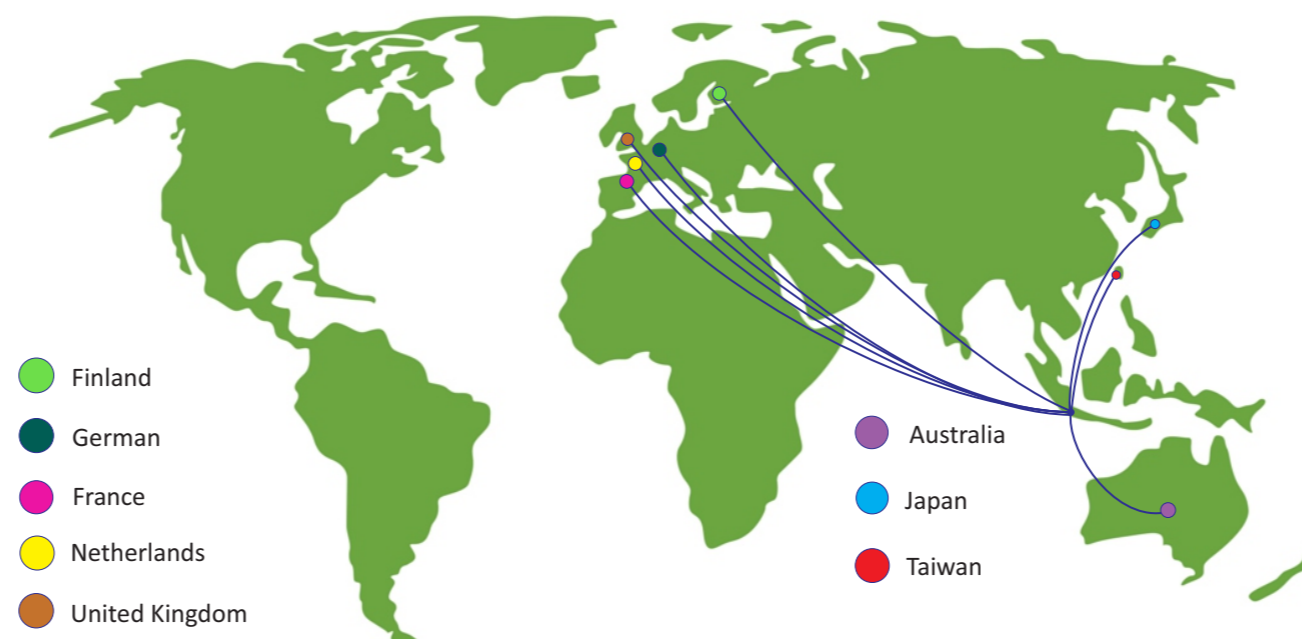
## International Business Concentration

The future of our world is characterized by rapid and unexpected changes, accompanied by global competition; this is where networking becomes very important. These rapid and unexpected changes obsolete knowledge, hence the best ways of today may not necessarily suitable for future uses. Therefore, the abilities to promptly take decisions and to be creative are needed. Answering global challenges, Bachelor of Management besides its general management has also international business class.

**2<sup>nd</sup> Year** Management concepts in international contexts are studied in depth along with a hands-on experience of how different culture, economic and political factors affects business practices across Asian countries. Along with lecture and case studies, students are required to visit industries in Asian countries.

**3<sup>rd</sup> Year** The third year is where the full experience of being International takes place as students takes the last year of their study in ITB's partners all across Europe and Asia. Students are required to take their elective courses in partner universities, allowing them to live and learn in an international setting. Students would choose double-degree program or student exchange program.

## COUNTRIES OF PARTNER UNIVERSITY



# BACHELOR OF ENTREPRENEURSHIP

The Bachelor of Entrepreneurship program is designed to provide conceptual business knowledge and practical activities to set up a successful new start-up in today's competitive business environment. Our unique curriculum features practical business incubation and constant business mentoring to help students with planning and experience of operating a business.

The learning process of Bachelor of Entrepreneurship program consists of four specific competencies created for each stage:

1. Business Preparation
2. Business Planning
3. Business Launching
4. Business Development

The Entrepreneurship program course structure is developed from the following body of knowledge: (ambil dari gambar di page:

