



Master of Business Administration Institut Teknologi Bandung



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MBA ITB Program

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- Young Professional MBA (YP)
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A Message From Director

If you think that being an innovative and entrepreneurial leader is your goal, we encourage you to enroll in our MBA program. You will be transformed through our innovative and interactive program into someone whose thinking will be enriched with relevant knowledge and skills in solving future business challenges.

MBA-ITB provides students with a learning environment that is stimulating and educating to develop an innovative leader with an entrepreneurial mindset. Innovative means that they are constantly looking for new ways and more effective solutions to solve business problems. They are also creative in looking for new ideas and opportunities, show perseverance, and are geared towards their business objectives. MBA-ITB nurtures the future entrepreneurs.

To assure that learning environment, students are taught by lecturers with a solid academic background and industrial experiences. Through curriculum-based activities, the lecturers embrace a progressive teaching method where engagement is the key in the learning process. Thus, they encourage their students to take an active part in class discussions on concept and the application in real world issues. To achieve the latter we provide students with real world case studies in emerging and developed markets to understand the actual business situations, the problems involved, the opportunity and challenges raised, and the critical and ethical business decisions they have to made. This active engagement requires those with high level of self-motivation, willingness to learn, persistent curiosity, and hard work. If you are like these then MBA-ITB is the place for you. You will find studying with us is a rewarding experience.

We look forward to embarking on this journey with you.



Dr. Pri Hermawan
Director of MBA-ITB program





ITB began contemplating a business and management program in the 1970s. In the late 1980s the Industrial Engineering Department set the framework for this program, and in 1990, Prof. Mathias Aroef founded the Master of Business Administration (MBA) program focusing on management of technology (MMBAT)



Founders of SBM ITB (left to right) :
Jann Hidajat Tjakraatmadja, Surna Tjahja Djajadiningrat., Kuntoro Mangkusubroto, Nurhayati Ma'mun,
Dermawan Wibisono, Budi Permadi Iskandar, Aurik Gustomo, Utomo Sarjono Putro, Sudarso Kaderi Wiryono

On December 31, 2003, ITB Rector Prof. Kusmayanto Kadiman formally established the School of Business and Management ITB (SBM-ITB) to administer both the MBA and the Undergraduate Program

“Leadership with integrity, respect for diversity and heart for humanity is the key values we aim to generate from your own potentials..”

Founder - Kuntoro Mangkusubroto



About MBA ITB

Master of Business Administration, Institut Teknologi Bandung (MBA-ITB) is one of graduate study programs in the School of Business and Management ITB and the best MBA program in Indonesia. MBA-ITB brings improvement and continuous improvement to continue to align qualitatively the global quality standards. This work is done as a form of improving and enhancing the quality of education as ongoing educational institutions commensurate with international demands. MBA-ITB course aims to provide education superior, sustainable and accredited nationally and internationally.

MBA-ITB is recognized internationally for its prestige and lifelong learning experience. MBA-ITB has gained international accreditation recognition from the Alliance on Business Education and Scholarship for Tomorrow, The 21st Century Organizations (ABEST21). Today, the MBA-ITB currently undergoing the accreditation process of Association to Advance Collegiate Schools of Business (AACSB).



Vision and Mission of MBA-ITB

Vision

“To be a world class program of Master and Business Administration that creates ethical and entrepreneurial leaders.”

Mission

- To educate and develop future leaders who embrace and uphold the spirit of entrepreneurship and ethics in business
- To develop relevant and practical business and management knowledge
- To continuously develop business and management education that can fulfill the needs of high quality human capitals for enhancing the competitiveness of the Indonesian industry.



Learning Goals of MBA-ITB

In general, MBA-ITB's learning goal is to develop students to have the following characteristics:

- A strong competence in business and technology-based management as well as decision making capabilities as demonstrated by business leaders in the world
- An ethical leadership and global mindset.
- An entrepreneurial spirit both as professionals and as entrepreneurs.
- Ability to make decisions in a systemic and integrated manner so as to meet the needs of having a high quality and sustainable future of the business and the community.

Why MBA-ITB Bandung should be your choice?

LABTEK XII
GEDUNG PERTAMINA
MBA BUSINESS RESEARCH CENTER ITB



Ideal Location

MBA-ITB Bandung has strategic location that located in city center of Bandung is in Jalan Gelap Nyawang No 1. Some public transportation lines pass through this campus. MBA-ITB provides you a comfortable and calm atmosphere for studying. This campus also closes to the culinary, shopping centers, entertainment, so in free time you can visit these places.

Diversity

Individuals are come from diverse backgrounds attend MBA-ITB. They are graduated from many educational fields, such as management, engineering, medical, tourism, and science. Some of them also have work experience in various sector industries. You will be among a diverse group of talented individuals. MBA-ITB will ensure a learning experience with diverse views, ideas, to prepare you to lead and manage organizations in work environment.

Networking

MBA ITB accepts students from several universities both from Indonesia and from overseas. You will meet new people with different knowledge and exchange experiences. Your network will be more extensive. Networking is important in your business and most important network is your school network. MBA-ITB has alumni networks scattered in various areas, many countries and their work in various fields in reputable companies. Some of them also have their own business and started their own company and remains active.

Curriculum

MBA-ITB curriculum is designed towards making you better prepared to lead in the face of today's challenges as well as in the future. We provide courses which are continually updated with new and innovative content. Case studies are a large part of MBA-ITB curriculum.

MBA study program comprised of two educational pathways, namely business professional and entrepreneurial. From these programs, you can map your career path.

Faculty

MBA-ITB has qualified lecturers. Most of lectures had completed his doctoral program of the prestigious universities abroad. They help you to learn valuable knowledge, the business world doesn't run very well on theory. Lecturers will take you through a case study approach, with simulations, debates, learning experiences, the discussion in the field of managerial, project start-ups and consultations.

Staff

The staffs at MBA ITB are committed to providing the best service. They are always ready to provide services to students with good, friendly, and assist students with problems accurately and quickly. MBA-ITB has better career services staffs than others. We have a great career services staff who will help you find great jobs and internships and who have established relationships with solid companies that are already coming to recruit on campus.

Value for Money

With a valuable learning experience, innovative curriculum, good quality faculty, pursuing MBA is real value for money in terms of costs compared with studying in other universities that provides only master of management degree. Earning MBA degree with international standard of quality education is great savings compared with if you have take MBA overseas like in America or Europe.

The program recognizes that the ability to work in teams and to lead them has become a pre-requisite for success in today's highly integrated and global business environment.

The MBA-ITB prepares you to work as a team member and leader in today's rapidly changing environment:

Syndicate

At the start of the program you will be allocated to a syndicate team. You'll work closely with this group of around 5 or 6 students on various occasions throughout the year. Syndicates are developed to make you become skilled at interacting with a group of diverse individuals from whom you will gain insights and experience overall.

Case analysis

Often done in groups, providing opportunities for group projects and presentations. These cases are not only from Indonesian cases but also overseas cases.

Simulations

Where teams compete with each other, challenge you to apply concepts to real-world problems

Seminars and Guest Presentations

Lead by business leaders and leading industry, giving prominent examples of effective leadership and provide you with the latest and more relevant insights from industry.

Business Case Competitions

Where teams compete for the right to represent the school at nationally and internationally events, where they pitch their ideas to compete for the best solution to a business or education-related case study within an allocated timeframe

Business Talk in Radio

These activities are a cooperative activity between MBA-ITB with local radio in Bandung. The students discuss the latest issue from the standpoint of the MBA and also discuss their businesses to provide knowledge, share experiences, and answer questions to the community.

Achievement Reward

This reward is granted for MBA students who achieve best performance in class. Appreciation will be given in non monetary form such as "Best Achiever" certificate and also monetary form which will be adjusted later.

Which is right for you?



YOUNG PROFESSIONAL MBA

The Young Professional MBA is designed for the new graduates or first-year professionals, who want to start their professional managerial career.

The program is rich with practical contents such as internship and business clinics. In addition, students will get ample opportunities to develop their professional networks and sharpen their leadership and decision making skills.

Class Schedule:

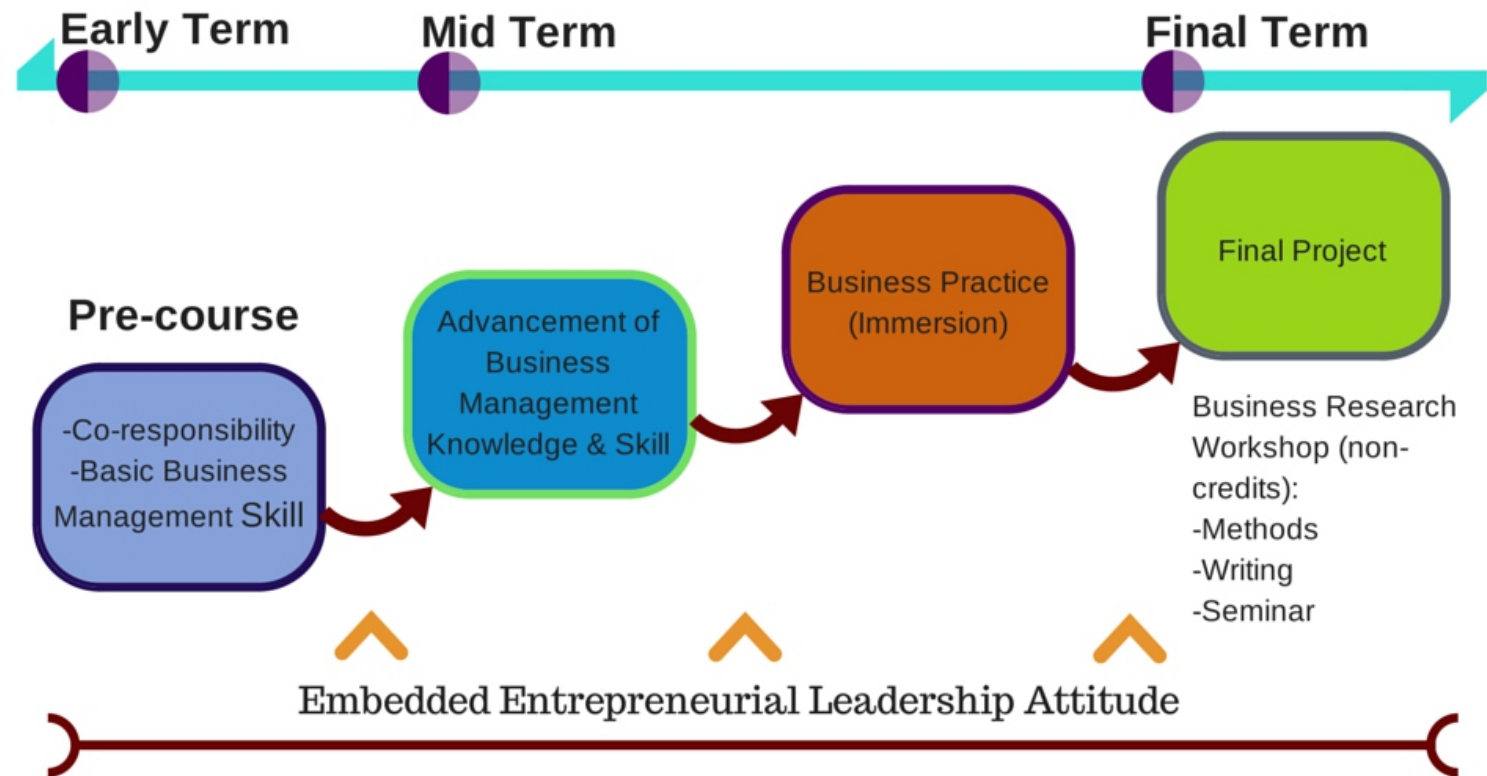
Monday-Friday 08.00 – 17.00

Length of Studying: 18-24 Month





Program Structure YOUNG PROFESSIONAL MBA (YP)



Curriculum YOUNG PROFESSIONAL MBA (YP)

Program Category

1.General Management Program

Total: 40 credits
in 3 long semesters, 1 short semester.
Compulsory courses: 40 credits
Elective courses: 0 credit

2.Functional Management Program

Total: 43 credits in 4 semesters
Compulsory courses: 34 credits
Elective courses: 9 credits

Program Structure

Business Ethics, Law & Sustainability
Accounting
Marketing Management
Operations Management
People in Organization
Business Economics
Finance Management
Decision Making & Negotiation
Business Immersion
Business Strategy & Enterprise Modeling
Management of Innovation and Technology
(General Management Program)
Knowledge Management
(General Management Program)
Elective 1 (Functional Management Program)
Elective 2 (Functional Management Program)
Elective 3 (Functional Management Program)
Final Project A

Which is right for you?



EXECUTIVE MBA

This program is designed for experienced candidates, who are pursuing middle-and top-management positions. The program applies case-based learning as a platform for developing your leadership skills, knowledge, capabilities and outlook to embrace and execute a much bigger responsibility. The learning goal of this programme is to improve students' agility in decision making and to develop a holistic view of business project/problems that incorporates the complexity of today's business environment.

Class Schedule:

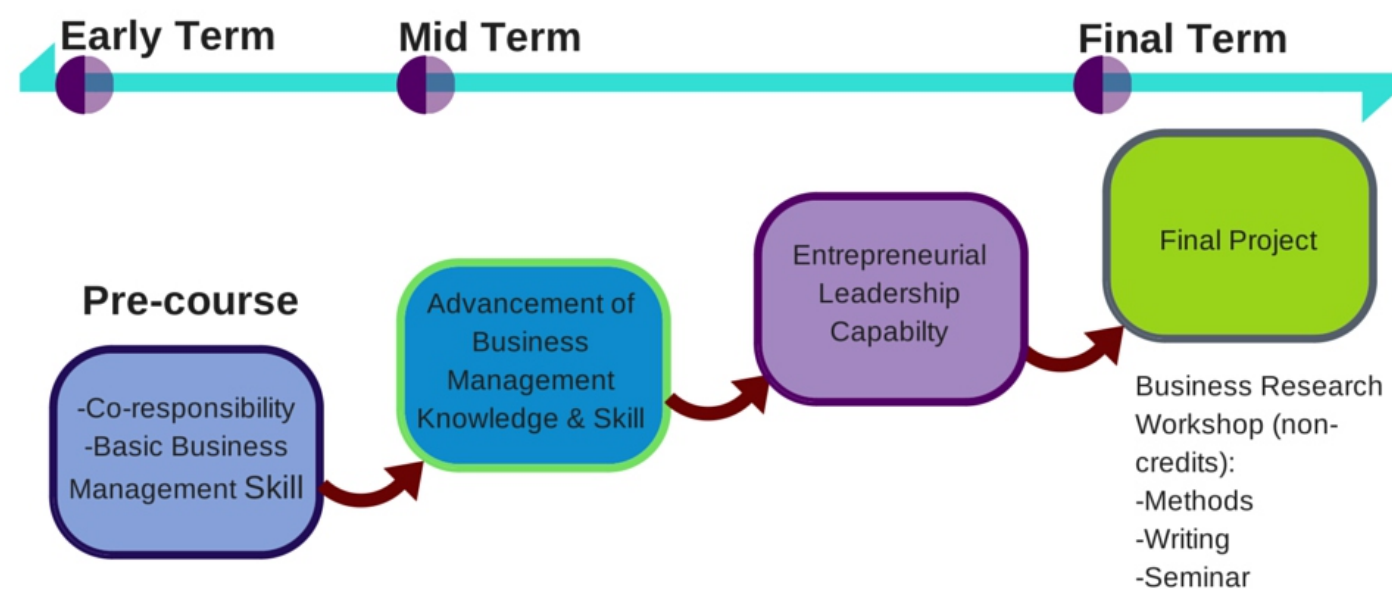
Friday 18.30 – 22.00

Saturday 08.00 – 19.00

Length of Studying: 18 - 24 Month



Program Structure EXECUTIVE MBA (EMBA)



Curriculum EXECUTIVE MBA (EMBA)

Program Category

1.General Management Program

Total: 36 credits
in 3 long semesters, 1 short semester
Compulsory courses: 36 credits
Elective courses: 0 credit

2.Functional Management Program

Total: 39 credits in 4 semesters
Compulsory courses: 30 credits
Elective courses: 9 credits

Program Structure

Business Ethics, Law & Sustainability
Accounting
Marketing Management
Operations Management
People in Organization
Business Economics
Finance Management
Decision Making & Negotiation
Business Strategy & Enterprise Modeling
Entrepreneurial Leadership (*General Management Program*)
Management of Innovation and Technology for Executive (*General Management Program*)
Knowledge Management for Innovation (*General Management Program*)
Elective 1 (*Functional Management Program*)
Elective 2 (*Functional Management Program*)
Elective 3 (*Functional Management Program*)
Final Project B

Elective Courses

Elective courses for Young Professional and Executive program are intended to understand the concepts and basic skills of elective courses that will be used to perform the work in a specific unit or part of a division in the company. During the MBA program you will choose 3 of electives provided. You can view all the different elective courses below. You can choose to specialize in a particular subject or select courses from several different areas.

HUMAN RESOURCE

Human Capital
Compensation and Managing Employee Performance
Leading and Managing Organizational Change
Cross Cultural and Conflict Management
Business Leadership

FINANCE

Corporate Risk Management
Islamic Banking System
Capital Market Analysis
Investment Analysis
Sharia Contracts and Products
Sharia Risk Management
Islamic Wealth Management

MARKETING

Branding and Marketing Communication
Consumer Behavior
Applied Marketing Research

OPERATION

Supply Chain Management
Corporate Performance Management
Global Project Management

Notes:

1. All electives are from a single concentration (e.g. Finance concentration): "with full concentration on Finance"
2. Two elective from concentration A and one from B: "with major in A and minor in B" (e.g. with major in marketing and minor in finance)
3. One elective from A, one from B and one from C: "with minor in A, B and C" (e.g. minor in Finance, Marketing, and Human Resource)

ENTREPRENEURSHIP AND TECHNOLOGY MANAGEMENT

Enterprise Resource Planning
Small Business Management
Product Development Management
Social Entrepreneurship and Leadership
Corporate Entrepreneurship



Which is right for you?



MBA in CREATIVE and CULTURAL ENTREPRENEURSHIP

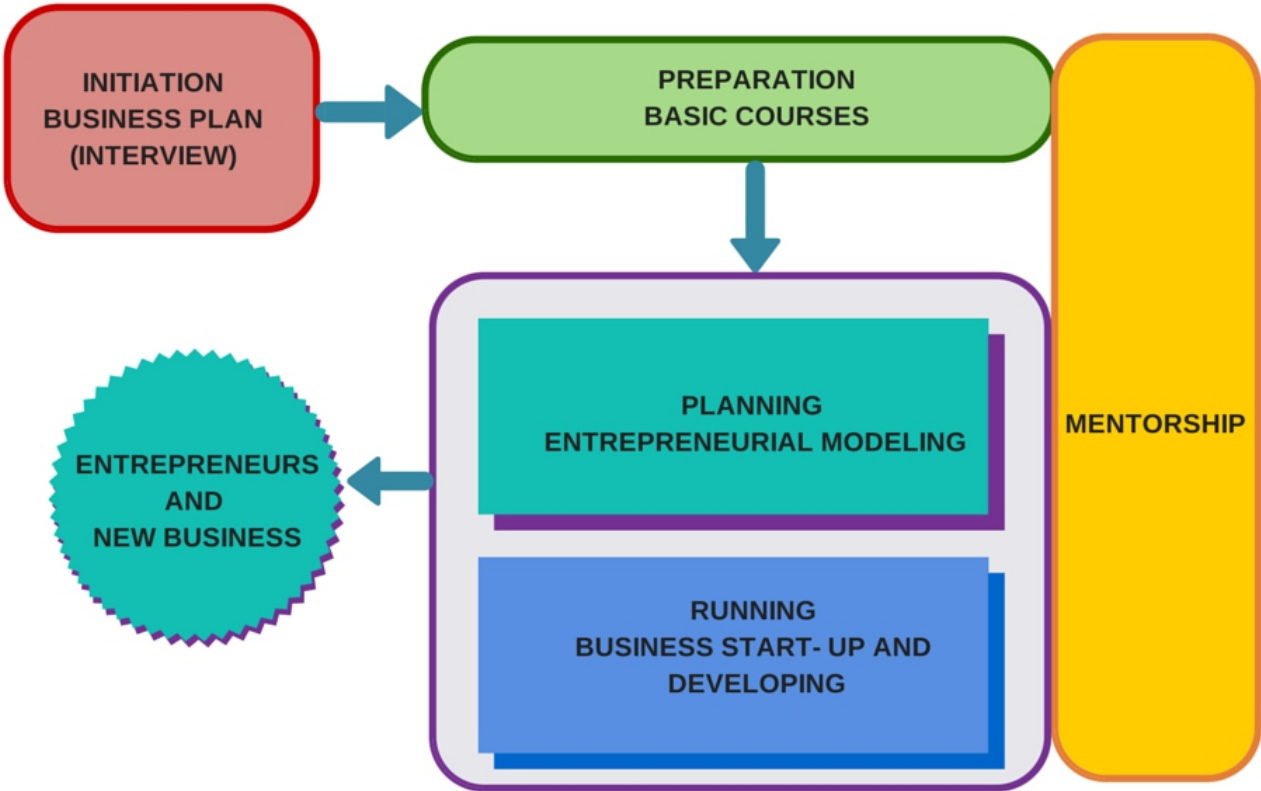
The mission of MBA in Creative and Cultural Entrepreneurship (MBA-CCE) is to educate the new generation of entrepreneurs in creative and cultural industries. The goals of this program are to increase the number of opportunity-based entrepreneurs and the number of high added value businesses.

Uniqueness

- Designed to provide hands-on experiences and supports for creating new businesses since the beginning of the program.
- Delivered by Clinical Faculty members, who are mostly practitioners and entrepreneurs in creative and cultural area.
- Combined with ITB's strengths in arts, design, science, and technology and also the cooperation between School of business and Management and Faculty of Arts and Design (FSRD).
- Fully supported by Institute of Creative and Cultural Entrepreneurship (ICCE) at the Goldsmiths, University of London (GUL), a leading university in the field of creative and cultural entrepreneurship.
- Strengthened by the existence of a business support system, including entrepreneurs club, incubation process, business mentors, venture capital/angel investors, and business networks.

Class Schedule
Monday - Friday 08.00 – 17.00
Length of Studying: 18 - 24 Months

Program Structure MBA in CREATIVE AND CULTURAL ENTREPRENEURSHIP (CCE)



Curriculum MBA in CREATIVE AND CULTURAL ENTREPRENEURSHIP (CCE)

Program Category

Total: 41 credits in 3 long semesters, 1 short semester
Compulsory courses: 41 credits

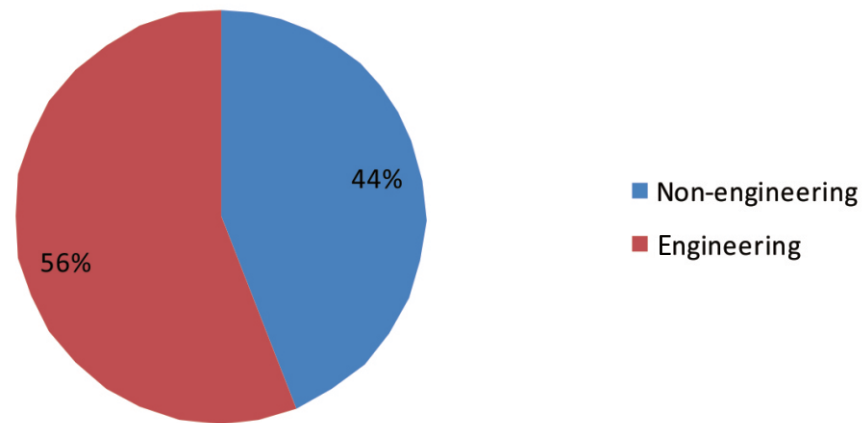
Program Stucture

- Marketing Management
- Operations Management
- People in Organization
- Business Economics
- Financial Management
- Business Initiation
- New Venture Management
- Business Growth Management
- Design Thinking
- Contextual Creativity
- Design Art & Culture
- Entrepreneurial Modeling
- Final Project A

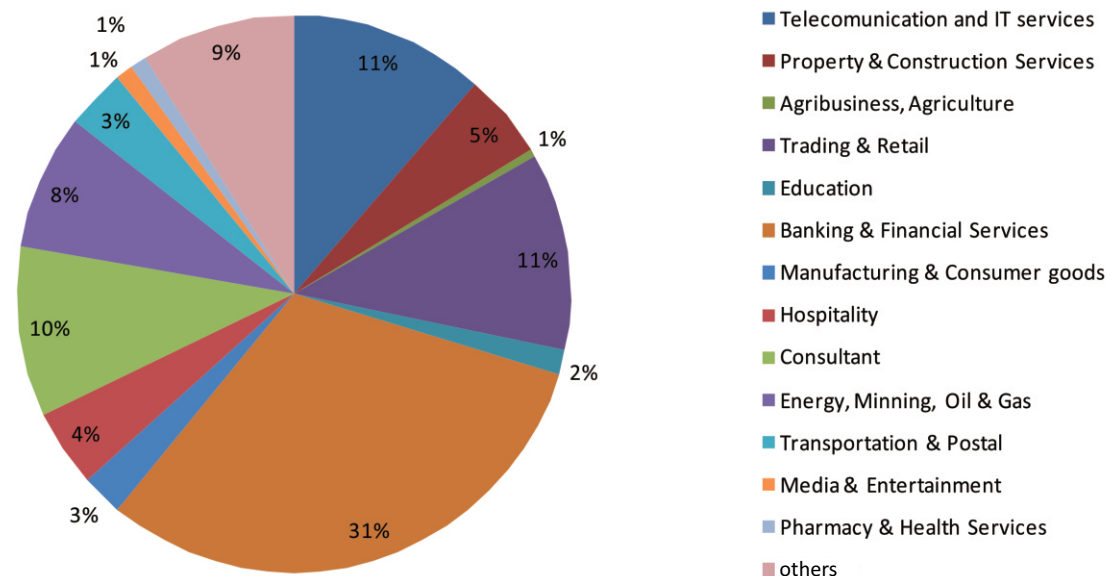
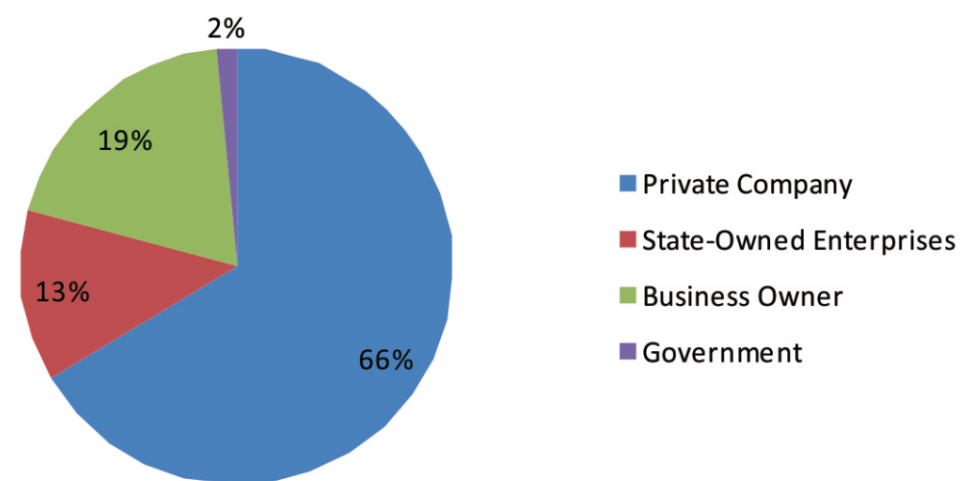


Student Class Profile

Major Background



Job Background



Alumni Profile

SBM ITB's vision is to be world class institution, internationalization is one of the school's strategic policy. Realizing the importance of internationalization we develop our own International Relations. This division is pivotal in SBM ITB's effort to internationalize itself. The main goal are to support the internationalization strategic policy of the school and to handle international mobility between our and partner universities.

Type of International Collaboration:

- Student Exchange
- Double Degree
- Boot-Camp
- Research Collaboration & Faculty Exchange
- SME Development & Business Incubator

MBA ITB students have opportunities to join international collaboration program. Several MBA in Creative and Cultural (MBA CCE) students had joined Student Exchange program for 2-3 months to experience study abroad at The Institute of Creative and Cultural Entrepreneurship (ICCE) at Goldsmith University of London. Further collaboration with other universities are being established to be launched upcoming years.



During the 2 months there, we followed a special lecture session prepared by the Goldsmith University, in addition we were given the opportunity to sit in on some courses, I took advantage of the moment to sit in on the Master of Art in fashion, we learned about business fashion that they were developing in London. In addition, we also followed the fashion short courses at University of Art London. I got a lot of experiences such as discipline and regular life. I got much knowledge that helps me to run my own business in fashion. I made brand "EDGMOR" for women's clothing. I got this inspiration when I visited there, EDGMOR is a name for nothern near tube line in London (edgware and morden)

Rahmadita Maharani/ CCE-48

TeStimonial



"MBA-ITB excellently fulfills 3 criteria (budget, flexibility, and school reputation) that provide the best value for money. The budget was inside my range, it also offers flexibility for executives, and the school reputation also highly regarded both in workspace and academic world. There are several benefits that gave impact for me both internal and external. Internally, we learned we must be humble, have good order of common sense, and motivation to strive forward. Externally, we are taught to be wise to overcome all external influence and difficulties around us."

Stephen Hendra Gunawan/Executive-44/Business Consultant

"From my perspective MBA-ITB is the best business school in Indonesia, which located in bandung where the atmosphere really enhanced our study. The lecturer have good skills not only on knowledge but also softskill. When i selected as ambassador MBA-ITB i learnt a lot in how deliver information to others in public speaking, this is very important for me who wants to be a lecturer in the future."

Hendarsyah Aditya Saptari/YP-51A/Ansara Consultant



"I desired to study at SBM ITB since I graduated from high school. Thankfully I got a chance to change my study at CCE MBA ITB. I got a wonderful experience as a student because I followed business summer school at Syracuse University, Syracuse - New York. It was one form of cooperation between CCE MBA ITB with Syracuse University. I also got vast network especially businessman and academics. I believe in the future it will be very usefull for my business and my dream which become a lecturer in MBA ITB. I hope the knowledge that I could be beneficial for many people."

**Monica Febrianty / CCE 51 / Owner of Danca Shawl -
Mentor in Entrepreneurship SBM ITB**



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