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# Granted by PT Freeport Indonesia, ITB Inaugurated The LABTEK XIV - The Freeport Indonesia Business Research

Rector of Bandung Institute of Technology (ITB), Prof. Dr. Ir. Kadarsah Suryadi, DEA., inaugurated the Laboratory Technology Building (LABTEK) XIV - The Freeport Indonesia Business Research Center SBM ITB on Thursday (14/12/2017) at Ganesha Campus Bandung. The six (6) floors building, with total area of 5,482 square meters, is a grant from PT Freeport Indonesia (PTFI) which was handed over on the same day as the building's inauguration. LABTEK XIV - The Freeport Indonesia Business Research Center is an expansion of the old building School of Business and Management (SBM) ITB that was built in 1954 and extended in 1962.

The Head of Project Implementation Unit (PIU) for the construction of LABTEK XIV - The Freeport Indonesia Business Research Center, Budi Permadi Iskandar, MSP., said that the completion of the building is done in two years after the first ground breaking in 2015. "The interior settlement is done with the help of companies and individuals, among them are Bank BCA, Triputra Agro, Bank BNI and Bank BTN, Noni Sri Ayati Purnomo, Adrianto Djokosoetono, Hatta Rajasa and Bakti S. Luddin", said Budi. Achmad Ardianto (EVP HR PTFI), Prof. Sudarso K. Wiryo (Dean of SBM ITB), Ir. Yudo Dwinanda Priadi, MS (Expert Staff from Ministry of Energy and Mineral Resource), Prof. Kadarsah Suryadi (Rector of ITB) officially inaugurated LABTEK XIV - The Freeport Indonesia Business Research Center

ITB with the support of PTFI built this building by presenting the experts in their fields, such as Architecture, Civil Engineering, Electrical Engineering, Information Technology, Physics Engineering, and Design of ITB departments. Bringing the concept of green and smart building, LABTEK XIV - The Freeport Indonesia Business Research Center has uniqueness and different features with other buildings in the complex area of ITB Ganesha campus.

This building is equipped with the sunlight processing cells into electricity for building and space lighting system is one of the smart building in energy sector in this building. This system is an extension of the Energy Management Laboratory for ITB Engineering Physics Study Program. The amount of electrical energy used can be monitored through monitors on every floor and class. Experts from Engineering Physics ITB assist in setting up a low-energy sound system within the Auditorium of this building.

Some of the facilities are provided in this building for learning activities, academic support, and business research centers such as classrooms, teleconference rooms, auditorium, office space and business accelerator. We hope this building can contribute positively to learning and business research activities in ITB in the future.



Achmad Ardianto, Prof. Sudarso K. Wiryo, Ir. Yudo Dwinanda Priadi, MS, Prof. Kadarsah Suryadi



Front view of SBM ITB new building



## Swiss Innovation Challenge Asia: Indonesia Chapter



SBM ITB with School of Business at University of Applied Sciences and Arts Northwestern Switzerland launched Swiss Innovation Challenge Asia: Indonesia Chapter. Business innovations that have been implemented or still an idea, can be included. Located at CRCS Building ITB, 3rd Floor, this prestigious business innovation competition was officially opened with angklung playing by Prof. Sudarso Kaderi Wiyono (Dean of SBM-ITB), Prof. Dr. Arie Verkuil (Head of the Institute of Management, School of Business, FNHW Switzerland), Mr. Daniel Derzic (Deputy Ambassador of Switzerland to RI), and Dr. Leo Aldianto as the chairman also project manager of

Swiss Innovation Challenge: Indonesia Chapter.

Leo said, the competition is part of the Swiss Innovation Challenge Asia is also held in Malaysia, Thailand, and Vietnam. "This is a unique program that brings together innovation competition with support for bringing innovative ideas or innovations that are being made to a higher level," he said on Sunday, January 15, 2017.

Swiss Innovation Challenge participants can be an individual or team or organization. Participants will enter the program with different levels of innovation, from idea to innovation have been implemented. Innovations are included can be product innovation, process innovation, organizational innovation, and business innovation, said Leo.

The competition is planned to be completed within 9 months with three phases, each of which lasts for 3 months. The first phase is the initial phase in which the participants have to explain a business idea and its innovative ideas clearly and persuasively. 50

participants with a business idea and the best innovative ideas will then go directly to the second phase where they are challenged to create a business plan based on the idea that they already have. As in the last phase, 25 best participants will be detailing the business plan they have made and to prepare an implementation plan for the business. In the face of these phases later, the participants will receive a variety of support ranging from training, workshops, coaching, and mentoring of Team Coaches that have been provided by the Swiss Innovation Challenge. Therefore, it can be ascertained that this competition also can be learning of developing the business and innovation for the participants.

The winners will receive prizes totaling 22,000 USD. The first and second champion of this competition is also the opportunity to follow a similar competition is greater in Asia to gain an appreciation for the planning in its international strategy.

## SBM ITB Remains to Hold 3 Palmes of Excellence of The Best Business Schools Worldwide



3 palmes (1) In the early 2017, SBM ITB receive good news from Eduniversal Business School Rankings. Since 2011, SBM ITB is ranked as one of 1000 best business schools worldwide (154 countries) by Eduniversal. Each year, SBM ITB have always good progress, as seen in the dean's recommendation percentage from 78% in 2015 to 83% in 2016. The results of the 2016 Dean's Vote survey were officially announced at the 9th World Eduniversal Convention in Perth, Australia. Each Dean's vote was transformed into a recommendation rate (%) that students and other actors in the academic world can use to evaluate and compare the different academic institutions selected by Eduniversal. The annual survey continued to grow strongly in 2016, with a participation rate of more than 70%. The entire 2016 ranking of the World's 1000 Best Business Schools and the detailed methodology is available on the website [www.eduniversal-ranking.com](http://www.eduniversal-ranking.com). A unique ranking: Methodology

The 1000 business schools in the Official Eduniversal Selection are selected by the International Scientific Committee, composed of nine independent academic experts recognized in their geographical zone, after careful evaluation. The objective is to establish a global mapping that considers the international influence and reputation of each selected institution. Thus, the EES (Eduniversal Evaluation System) compiles and analyzes hundreds of data from global, national and regional higher education systems, taking into account the accreditations, the results of other rankings and the distinctions obtained in the country of the schools analyzed.

For the ranking of the 1000 Best Business Schools, the EES designates among the thousands of institutions listed in 154 countries, those that will integrate the ranking. The number of schools and universities allocated per country is determined according to a quota method using quantitative and qualitative criteria (macroeconomic, historical and cultural data).

Eduniversal then classifies institutions according to their international reputation

at the national and international level as well as by geographical zone. After their selection, the institutions are divided into five leagues of excellence or "Palmes of Excellence". A "Palme of Excellence" level (1 to 5) is assigned for each of the schools selected according to the set of internationalization criteria defined by the International Scientific Committee. Their classification in their league is then determined according to the evaluation made during the Deans' Vote Survey.

The Dean's Vote is an exclusive feature of the EES, in which the Deans and Directors of the 1,000 best selected global institutions pass their recommendations on each of the 1,000 institutions selected in the 154 countries. The number of recommendations collected then determines the ranking for each of them within each "Palme of Excellence" or league (<http://www.eduniversal-ranking.com/methodology/palmes-of-excellence.html>).

More about the Eduniversal and the convention event can be found the press release of Eduniversal.

## Transforming Indonesian Companies: Why and How?



Jointly organized by the Human Capital Leadership Institute (HCLI) in Singapore and the School of Business and Management ITB (SBM ITB), this exclusive leadership forum titled "Transforming Indonesian companies: Why and How?" was held in Jakarta following the launch of Leadership Mosaics Across Asia, the latest research on the leadership characteristics in Asia (22/3/2017). Since 2014, HCLI has been partnering SBM ITB to bring together multiple perspectives and voices from business, government and academia.

Latest research by HCLI suggested that the Indonesian way of leadership was paternalistic. Yet, change was afoot. There

needed to be a shift towards engagement and empowerment, strategic and fact-based decision making, and processes and systems. Therefore, the leadership forum was set to seek to explore the ways of transforming companies in Indonesia and how can incumbent leaders pioneer the way?

Joined the panel discussion was the Indonesian leaders: Chairwoman Shanti Poesposoetjpto of Samudera Indonesia, CEO Arsjad Rasjid of Indika Energy, Director Priyantono Rudito of Telkomsel and Lila Noya, Dean, Leadership Academy of Mandiri University Group.

About Leadership Mosaics Across Asia. It is the research based on more than 160 interviews with C-suite leaders in the region, covering China, India, Indonesia, Japan, Singapore, Malaysia, the Philippines, Thailand, and Vietnam. It suggests answers to the following:

- 1) What are the prevalent characteristics of senior business leaders in Asia?
- 2) How can Asian emerging leaders make the leap onto the regional and global stage?

3) How can leaders new to Asia connect with their local teams?

Who is HCLI? Human Capital Leadership Institute (HCLI) is a strategic alliance between the Singapore Ministry of Manpower (MOM), Singapore Economic Development Board (EDB) and Singapore Management University (SMU). It provides thought leadership and insights on understanding Asia, successfully doing business in Asia and its implications on leadership and human capital strategies for Asia through latest research and leadership development program to build Asian leaders with the ability to lead on the global stage.



## SBM ITB Students become the Winner of National L'OREAL Brandstorm 2017



Good news from L'OREAL Brandstorm 2017 for SBM ITB students who have been passed for national selection, which are Monet Team for Brand Challenge category and Ganeshanovation team for Tech Challenge category. Both team received good attentions and awards from the jury. Ganeshanovation Team who consists of Arrizka Permata Faida, Farhanah Fitria Mustari, M Rifhal Julian are students from SBM ITB 2018 was chosen as The National Winner of L'OREAL Brandstorm Indonesia 2017 for Tech Challenge Category.

In the middle of press conference, Rifhal said "Through this competition, we learned new things, we can understand more what market needs and use the knowledge as a basis for creating innovation that can help customers in

daily life. We hope our innovation can represent our country in worldwide".

The Most Favorite Innovator Award and CSR Award are rewarded to Monet Team that consists of Dania Arsella Rahman (SBM ITB 2017), Jose Manuel Susanto (SBM ITB 2017), Nirmala Rizka Suryani (SBM ITB 2018). The award criteria based on the most positive impact to society for CSR Award and the most likers on social media for The Most Favorite Innovator Award.

The final competition was held on Monday, April 10th 2017 at The Ice Palace, Lotte Shopping Avenue - Jakarta. L'OREAL Brandstorm Indonesia competition is a competition that challenge participants to act as L'OREAL International Marketing Director to market one of L'OREAL product line.

During the competition process, SBM ITB Team is supported by Dr. Sasanti, a lecturer of ITB Pharmaceutical School, the products proposed were scrutinized by herself. From SBM ITB faculty, the team is supervised by Frances Affandi, Budi Permadi Iskandar, Hendy Reinaldo and Fabila Mahadira.





## G-FEST: Discover Actionable Insight



Held at Lotte Shopping Avenue 28-30 April 2017, the Ganesha Entrepreneur Festival (G-FEST) was the new event aimed to provide the entrepreneur community with a platform for promoting and launching their business idea either as small or scalable businesses to the public. Supported by Blackberry Messenger, the 3-day festival was opened by Founder Prof Kuntoro Mangkusubroto and Marketing Guru Dr Hermawan Kartajaya. The G-FEST was also participated by Afie Kalla as the Chairman of HIPMI DKI Jakarta.

Highlighting about disruptive innovation, Kuntoro encouraged young entrepreneurs to think outside the box

and create something different rather than to follow the trends. Meanwhile Hermawan stated about the close relationship between marketing and entrepreneurship. He added, "Being entrepreneurs, you expert at least in three areas. Those are to see the opportunity, dare to be a risk-taker with calculation, and to collaborate with others."

What's on G-FEST? "We have 3 main activities. One is bazaar where students can showcase their product and services. Secondly, E-Hackathon. It is a digital business contest to win millions of rupiah and it is open for public. And the third one is Entrepreneurship Discussion Meet-up (EDM). Within the concept of talk-show and panel discussions, EDM invites experts from start-up and small businesses to elaborate the stages of starting a business from ideation phase, marketing, operational, and finance," said the Head of G-FEST Committee, Denny Aswinata.

Successfully attracted hundreds of participants from students, entrepreneurs, investors, local brand enthusiasts, and many

more; the G-FEST was also participated by Afie Kalla as the Chairman of HIPMI DKI Jakarta, digital startup founders, small business CEOs, and the media.



## Fridaypreneurship: "University and Social Impact: The Role of Entrepreneurship Incubators"



SBM-ITB presented Prof. Ian Williamson, a visiting professor in SBM-ITB from Melbourne Business School, Australia as a speaker in the April event of Fridaypreneurship. Prof. Williamson, an expert in leadership and talent management who has been working in various entrepreneurship programs and projects in different parts of the world, shared his views on entrepreneurship programs in the university by bringing forward a topic: "University and Social Impact: the Role of Entrepreneurship Incubators".

Fridaypreneurship, as a monthly event to increase students' entrepreneurship mind-set and awareness, was moderated by Eko A. Prasetyo, PhD. This event was filled up by students from SBM-ITB as well

as from the other departments and faculties in ITB. The students were actively participated in the discussion by asking questions and forwarding their opinions.

Prof. Williamson started the presentation by introducing himself. He has an impressive academics as well as professional track record in US, Australia and South East Asia. His expertise and vast experience would only be beneficial for SBM-ITB through his assignment as a visiting professor.

He started with his concern on the dichotomic and even opposing view in management between firms' motive in creating profits and their social impacts. He argued that innovation can solve this issue, where he provided some examples of some firms that have successfully increased their revenues and profit by addressing social issues.

Ethad, for example, enjoyed increasing revenues and profits by employing local women in UAE for its call centre. This strategy turns out to increase the customer satisfaction considerably and is followed by Ethad's increasing revenues. At the same time, Ethad contributes to solving country's

low rate of woman labour participation problem.

He also proved his case by presenting his own entrepreneurship program during his role as the Chair of Leadership and Social Impact at Melbourne Business School. In the economic sector, Australia faces a problem of low rate of indigenous (Aborigin) entrepreneurs. Furthermore, these entrepreneurs usually have slow progress in their entrepreneurial endeavours compared to their peers. This problem gave him ideas to increase indigenous entrepreneurs' entrepreneurship and management capabilities. He and his team gained supports from firms and government for this idea. So, he addressed this issue by successfully conducting a master-class for Aborigin entrepreneurs. This program also meant a new revenue source for the school.

## Public Policy Forum: Responding to Current Global Issues

Prominent policy makers gathered at Jakarta Campus during SBM ITB Public Policy Forum to talk about the current pressing policy challenges (11/7/2017). Moderated by Deputy Director Jakarta Campus, Yudo Anggoro, the forum discussed various policies; economic policy to alleviate poverty, climate change and sustainable development, policy reform in urban development, and policy delivery. Taking the theme of "Responding to Current Global Issues," this forum is a collaboration between SBM ITB and School of Public Policy, University of Maryland.

The forum was opened by SBM ITB's School Advisory Council, Heru Prasetyo, who highlighted the importance of policy research and study at SBM ITB to assist government and policy makers to make better and sound policies. In the first session, Lukita Dinarsyah Tuwo, Secretary of Coordinating Minister for Economic Affairs, spoke about government efforts to eradicate poverty in Indonesia. Those efforts include the development of infrastructure to reduce logistics cost, the issuance of license to land owners, and offering free visa to 169 countries to boost the numbers of tourists to visit Indonesia. The next speaker, Gita Wirjawan, brought economic policy to alleviate poverty to the

new level. The former Minister of Trade suggested that basically there are four policies to increase people's welfare: creating jobs, providing social security, opening access to capital, and opening access to basic needs. Gita also shared his confidence that now as a Trillion Dollar economy, Indonesia is on track to become the fifth larger global powerhouses by 2030.



The next policy to be discussed was climate change and sustainable development. Heru Prasetyo as a former Chairman of Indonesia's REDD+, shared his experience on how to convince the Norwegian Government and other international agencies to put their fundings for Indonesia to reduce its CO2 emission. As a result, in 2010 the Indonesian and Norwegian governments both signed a Letter of Intent (LoI) to contribute \$ 1 Billion to be paid based on verified emission

reduction. The next session, Wicaksono Sarosa, former Executive Director of Partnership for Governance Reform (Kemitraan) provided some facts that the rate of urbanization keeps increasing and some challenges are waiting for us in the future related to this trend. Pollution, clean water, sanitation, and waste treatment are some of the challenges. However, urbanization also offers some opportunities as it positively correlates with the GDP growth. Dr. Sarosa warned policy makers that even though urban areas are developing, balancing focus to rural areas is necessary to create social wealth.

Summarizing the discussion, Neneng Goenadi, Country Managing Director of Accenture Indonesia, shared a survey conducted by UN Global Compact and Accenture to more than 1,000 global CEOs about the future global challenges. The survey concluded that the understanding of Sustainable Development Goals are crucial for both business leaders and policy makers to navigate policies to create sustainability in the future. Closing the forum, Bob Orr as the Dean of School of Public Policy, University of Maryland, concluded that multi-stakeholders collaboration is important to respond to current global issues.

## A Swedish Knight First Class Bestowed upon School Advisor



Fawzy Siddik His Majesty King Carl XVI Gustaf of Sweden bestowed honorary degree on A. Fawzy Siddik, a member of SBM ITB's Advisory Council and Guest Lecturer in Jakarta (23/5/2017). Fawzy Siddik received Knight First Class of the Order of the Polar Star in recognition of his contribution in developing information and technology. As reported, the monarchs were invited by President Joko Widodo.

They wished to strengthen the relationship between the two countries.

The order of the Polar Star referred as the Order of the Northern Star was medal until 1975 intended as a reward for Swedish Royal Family and foreign for civic merits, for devotion to duty, for science, literary, learned and useful works for new and beneficial institutions.

As reported by the Jakarta Post, the Swedish monarchs were

visiting Indonesia on Monday until Wednesday at the invitation of President Joko Widodo. The monarch discussed on bilateral agreements with the President. On the same occasion, the President has honored King Carl XVI Gustaf of Sweden with the "Bintang Adipurna Medal", the country's highest award to a foreign statesman for the King's contribution to strengthen ties between the two countries. To accolade the same honor, the President received the Royal Order of the Seraphim from the King.

A. Fawzy Siddik has been a donor and advisor for SBM ITB since school's establishment. Frequently invited as a Guest Lecture for Business Leadership and Business Economics courses, he currently serves as Commissioner of PT Ericsson Indonesia and Independent Commissioner of PT Mitrabara Adiperdana Tbk.





## Leadership Night with Prof. Boediono: Leadership is to Maintain

"Speaking about leadership in a nation, we can refer this as a collective leadership. In terms of managing the nation's economic policy, leadership itself is to maintain the harmony between authorities (politics) and rational policies in economics. A nation that can synchronize these two factors can get the collective leadership in managing the stability of the economy," said Prof. Boediono, the Vice President of Republic Indonesia, 2009 -2014 at SBM ITB Leadership Night (26/9/2017).

The quality of leadership in managing the nation's economy can be tested by seeing the collective leadership --in politics and economic-- to overcome the crisis of the economy. In Indonesia we have experience four economic crisis before. The first crisis happened in Indonesia in the 60s when the hyperinflation occurred. This crisis was caused by the disharmony between political target and economic strategy. There was also problem of trust when the people did not trust the value of money and did not want to keep the money. The second crisis happened from the early 80s to mid-90s when the oil price dropped and it brought the consequence to national budget. As a strategy, Indonesia needed to diversify

the export and not too dependent on oil and gas commodities. The third crisis was the '97 Asian Financial Crisis. This was a new kind of crisis since it affected the capital market. It became worse when the IMF was giving ineffective recipe to ease the crisis. The fourth crisis happened in 2008 during the global economic crisis. Luckily, the government has prepared the situation by establishing the Deposit Insurance Agency.



"That collective leadership has successfully overcome those crises by synchronizing the political authority and the rational decision to manage the stability of economy," explained the former Governor of Bank Indonesia. Despite the collective leadership, we also need a leadership that can develop the economy. Not only to maintain the harmony of politics and economy, but also to develop the economy in long term. The important factors in the economic development are (1)

the quality of human capital, (2) bureaucracy of public institution, and (3) infrastructure that can accelerate economic activities," closed Prof. Boediono.

Prof. Boediono's lecture is then followed by the Award Ceremony of TK Low Scholarships for 10 outstanding undergraduate students. The TK Low Scholarship is an appreciation to Dato' Dr. Low Tuck Kwong, the founder and chairman of Bayan Resources Group, for his dedication in the education of young generation and his contribution to the development of SBM ITB.

The Leadership Night is an annual event managed by SBM ITB Jakarta to highlight the contribution and achievement of a prominent leader in the nation. Opened by a welcoming note from the Director of Jakarta Campus, Dr. Yos Sunitiyoso, and the Rector of ITB, Prof. Dr. Kadarsyah Suryadi, this event also featured the awarding ceremony for the best students, lecturers, alumni, and employee. Presenting the award, there were prominent business leaders such as Shanti L. Poesposutjipto of Samudera Indonesia, Betty Alisjahbana of Majelis Wali Amanat ITB, and Arief T. Surowidjojo of LGS Law Firm.

## School Council Donated 50 Billion Rupiah for ITB

ITB-TP Rachmat A member of the School Advisory Council of SBM ITB, Teddy Rachmat decided to spend 50 billion rupiah (\$ 3.9 million) to support the development of education and learning at Indonesia's best university, ITB.

The funding will be used to improve school's infrastructures, boost research and innovation, and to establish an endowment fund. "We cannot just sit and do nothing. Let's get involved to improve the quality of our education. This is our responsibility as the citizens who have been given many opportunities by Indonesia," told TP Rachmat (14/10/2017).

"It should be remembered that we have become like this because Indonesia gives chances to us. It's time to give back to this nation," he added.

The former of President Director of PT

Astra International Tbk said that the endowment fund needed to be increased for ITB to continue improving the quality of education. "Therefore, ITB can continue to contribute to the nation and state to prepare the next generation to be more



qualified," said one of the Indonesia's richest people by Forbes 2016.

The founder of Triputra Group also persuaded wealthy business leaders to assist education in Indonesia. According to him, they have a responsibility to help their

less fortunate fellow among others, through education. "Education is very important in improving the living standards and civilization of society. However, education requires substantial funds and not everyone can afford education because of the economic problems," closed Teddy Rachmat in Jakarta.

The ceremonial event was attended by ITB Rector Kadarsah Suryadi, Chairwoman of Majelis Wali Amanat ITB Betti Alisjahbana, former Vice President Boediono, Cabinet Secretary of Republic Indonesia Pramono Anung Wibowo, and founders of SBM ITB Prof Kuntoro Mangkusubroto and Prof Jann Hidajat Tjakraatmadja.

Others business leaders such as Yani Panigoro, Martha Tilaar, Putra Masagung, Dato Sri Tahir, and Eddy Sariaatmadja, were also witnessed the give-back-to-nation ceremony.

## BARAKARYA 2017



Processed with VSCO with m3 preset SBM ITB 2020 held the Barakarya 2017 on October 28th 2017 as a celebration of Sumpah Pemuda and also a part of Introduction to Business and Performance Arts course examination. Barakarya is crafted from scratch to be an incredible exhibition to inspire and trigger our visitors to do the same thing with our dignity 'Firing Up Nusantara with Rocking Ideas'. There were more than one hundred projects exhibited in SBM ITB Building, more than twenty tenants, Barakarya Parade in ITB, Workshops and two main

special guest from our two projects (197 Creatives and Musicalite) which are Takun Arrosid (WTF After Movie Maker) and Tere Liye (writer of Bidadari Bidadari Surga) which was visited by more than 1800 people. The projects to the community, is hoped to spark other people's will to do the same like the SBM students did.

Visitors can learn how these projects are made from simple ideas and realized into something real and extraordinary. In the exhibition, the booths from each projects



showed everything that they have done, including the project timeline, execution, etc. Not only that, some of them also added games into their booths in order to attract and entertain the guests of barakarya (some of them also gave free food!).

With the conduction of this exhibition, Barakarya is expected to be one solution for the students to be more sensitive to the surrounding environment and the progress



of the Globalization era, so that students realize the importance of channeling the aspirations or ideas of the students as Agent Of Change for a better Indonesia.



## MBA ITB Greater Good Ganesha Team, 1st Winner at Marketition 2017

Photo 1st Winner "Greater Good Ganesha team of MBA ITB takes home 1st Winner at the final of Marketition 2017 at

Jakarta on November 25, 2017. The team whose members are Radityo Garry W, Kanya Ramyaccitta, Hanif Abdurrahman, and Wahyuni Mardiono were challenged at the marketing competition for introducing about new life finance product of Jenius where PT Bank Tabungan Pensiunan Nasional Tbk (BTPN) presented as case provider. Marketition was organized by Prasetiya Mulya University annually since 2013 to this year, more than 15 teams from Indonesia's graduate schools such as MM-UI, MM-UGM, PPM School of Management signed up to the competition. To pass the semi-final, Greater Good Ganesha was trying to sharpen their analytical skills by writing a paper up to 15 pages as marketing plan of Jenius for introducing life finance as the new category in the financial industry. In addition, all team

should upload a commercial video on Youtube as a campaign to promote Jenius. By this criteria, Greater Good Ganesha also lead

the highest votes on Youtube. While, at the second high votes followed by Prodigy, the similar team from MBA ITB and both also are the same YP56C class.

Differ from other teams, Greater Good Ganesha presenting their analysis calmly in front of judges, started from Elevator Pitch to Final Presentation. Despite in the middle of exams and sickness struck them alternately, they showed their mature performance among others.

In the end, they hoped that MBA ITB would have an integrated network system such as interest group within campus as a media for students to easily find sponsorship and mentorship, as well as sharing knowledge according to



business competitions."