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Tom Lembong: "We need to create more entrepreneurs to develop our economy"

SBM ITB presented an inspiring talk-show on "Surviving the Age of Complexity" inviting prominent startup leaders in Jakarta (5/12/2018). Opened by Tom Lembong of BKPM on Indonesia's business outlook of 2019, he said "Our economy is still showing good performance from the low inflation rate, strong GDP, and incoming investment, but we cannot be complacent. We need to spur more innovation and create more entrepreneurs so that the economy can be developed further."

Moderated by students of MBA program, the event continued to discuss the strategy to survive in startup business. In deep, this session emphasized more on to how to get the fund since the business to grow. As panelist speakers, the event invited Edward Tirtanata of Kopi Kenangan recently won "Seed Funding" US\$8 Juta from Alpha JWC investor, Samiaj P. Adisasmito of Jojonomic, and Andhika Mauludi of Akusara Production.

Another attractive subject discussed went to technology. Will the tech rule the world? Startup leaders such as Arsyah F. Rasyid of Kokatto, Vikra Ijas of Kitabisa.com, and Endra Marsudi of Frame a Trip shared their stories. The speakers agreed to not be reluctant of advanced technology since it would still be controlled by human. "So, for us as a human, it is important to have heartware (perangkat hati) to use technology for a great cause," said Arsyah.

The event then came to an end. "The Power of Branding" was on stage with marketing lecturer Dr Jacky Mussry, Almira Shinantya from DMIdeology marketing consulting firm, and Laila Munaf of Sana Studio who successfully built brand awareness of her SANA studio as the pioneer for Zumba dance in Indonesia. "You need to find your core DNA and how to leverage it as an asset. You can get inspired by others but do not copy them. That's the essence of personal branding," told Dr. Mussry.



FOR THE GREATER GOOD

SBMITB
School of Business & Management

Towards the Integration of Public Transport in Jakarta



SBM ITB worked together with MRT Jakarta and Trans Jakarta held workshop on "Intermodal Transportation: Public Transport Integration in Jakarta" yesterday (5/12/2018). Opened by Founder Prof Kuntoro Mangkusubroto, the workshop invited the Acting Head of Jakarta Transportation Agency, Sigit Wijatmoko; the former President of MTR Academy Hongkong, Morris Cheung; the CEO of Rapid Bus Malaysia, Muhammad Yazurin Sallij; and the Head of Jakarta Smart City, Setiaji.

Moderated by Deputy Director Dr Yudo Anggoro, the workshop began with the

best practice of Rail-Bus Integration in Hongkong and Malaysia, how Jakarta could learn from these two countries. The issue then went to how to compete with online transportation. "In Malaysia, we are still in discussion for agreement with transportation online provider such as Grab and Uber. And it can only be implemented in KL," said Muhammad Yazurin.

The workshop now moved to go deeper in discussing the challenge. Transportation experts Prof Danang Parikesit and Alvinsyah MSc gave their view. "Solving the transportation dilemma requires more than just infrastructure. It is rather ideological and political," told Alvinsyah on his presentation.

The session ended with the case of Jakarta Smart City (JSC) delivered by the Head of Smart City Management Unit, Setiaji. He focused on the big data analytic using data mobile subscribers. As he continued, the aim was to help JSC and MRTJ to understand the aggregate actual mobility size & pattern.

Additionally, as setiaji underlined, it was useful to test the mobile big data viability for transportation planning purposes.



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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. 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 "Palme 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.

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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 Priyanto 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.



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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.

After National Selection the winning Team of each challenge category will automatically qualify for the Regional Selection in Asia Pacific. Congratulation to Ganeshanovation Team and Monet Team also the supervisors, good job!



ini belom



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-Hackhaton. 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.



SBM ITB Set to Collaborate with Antwerp Management School and Arghajata Consulting



As an effort toward the internationalization agenda, SBM ITB signed a collaboration MoU with Antwerp Management School (AMS), hosted by the Ambassador Belgium to Indonesia, H.E. Patrick Herman, at the Ambassador's residence in Jakarta.

Signed by Dean of SBM ITB, Prof. Sudarso Kaderi Wiryo, and Dean of AMS, Prof. Paul Matthyssens, the MoU between the two business schools covers collaboration activities such as faculty, staff, and student exchange, joint research, executive development and potential joint-degree programs.

This collaboration also reflects SBM ITB's

commitment to being one of the renowned business schools in the regional and global level by adding another international partner to the school's network. For the AMS, as the school has a strong program in supply chain and logistics, this collaboration is an opportunity to understand more about the practice of supply chain in emerging economy like in Indonesia. As Prof. Matthyssens said, "we are looking forward to extending our outreach in Asia, in this case, in Indonesia, one of the fastest growing countries in the region." As already accredited by AACSB and AMBA, AMS sees this collaboration as a good effort by SBM ITB to reach its international accreditation goal in the near future.

H.E. Patrick Herman, the Ambassador of Belgium to Indonesia said that this collaboration is a good legacy to conclude his years of leadership in Indonesia. Starting in July, Ambassador Herman will move to his new post in Brasil. He reckoned, "I see education as an effective tool to maintain the diplomatic relationship between two countries, and today we witnessed how this collaboration between two prominent higher education institutions in Indonesia and Belgium may lead to other mutual

relationship in the future."

Apart from signing MoU with AMS, in the same event, SBM ITB also signed another MoU with Arghajata Consulting, represented by its Chairman, Dr. Bambang Subianto, former Minister of Finance of Indonesia. SBM and Arghajata agreed to cooperate in university-industry collaboration such as internship, job placement, and executive development program.



ini belom

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.

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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.

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.



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

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.

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"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)

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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

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.

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.

Leadership Night 2018 with Ignasius Jonan: Stories of Transformational Journey in Indonesian Institutions



SBM ITB held an annual event Leadership Night 2018, inviting Minister of Energy and Mineral Resources, Ignasius Jonan as a keynote speaker. He shared his leadership experience with a theme, Leading the Change: Stories of Transformational Journey in Indonesian Institutions. An eye opening session. The minister delivered his talk in a fresh and casual style. He shared his stories in transforming institutions during his time as the CEO of PT KAI, Minister of Transportation, and now as the Minister of Energy.

"Some recipes for institutional transformation: do it fast, but still

delivered, put your whole life on the transformation process, most often, put fresh blood to the organization is necessary," said Jonan.

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The Leadership Night is an insightful session for SBM ITB's students, lecturers, alumni,



and industry partners. The event is to highlight the contribution and achievement of a prominent leader in the nation. Opened by a welcoming note from the Deputy Director of Jakarta Campus, Dr. Yudo Anggoro, and the Vice Rector ITB for Public Administration, Alumni, and Communication, Dr. Miming Miharja, 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 Betty Alisjahbana of Majelis Wali Amanat ITB, and Fawzy Siddik of Ericsson.



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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 Ramyacitta, 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."