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## SBM ITB is Accredited by ABEST21



# FOR THE GREATER GOOD



SBM ITB has just received international accreditation from ABEST21 (The Alliance on Business Education and Scholarship for Tomorrow, a 21st Century Organization). SBM ITB has acknowledged as the first academic unit-based (a whole business school) that accredited among all members of ABEST21 and met all or most ABEST21 Management Accreditation Standards and the quality maintenance and improvement of education and research in the aforementioned school are very promising and excellent. This accreditation commences on April 1, 2018 for a five year period.

The mission of ABEST21 is to advance education in business schools on a global basis by encouraging the mutual cooperation among its member institutions. SBM ITB aware that both SBM ITB's and ABEST21's missions are aligned. Advancement in education can be achieved through ABEST21 Accreditation Standard Framework, while

research and impact for stakeholders can be achieved through mutual cooperation among ABEST21 members. This perspective become the basis of SBM ITB's decision to pursue ABEST21 Academic Unit-Based Accreditation.

#### Shared Vision

To align with ABEST21 Mission, which is to advance education in business schools on a global basis by encouraging the mutual cooperation among its member institutions, SBM ITB committed to:

1. Engaging members on promoting advance education through global partnership among university and corporation.
2. Enhancing research quality, novelty, and meritory through collaboration among members.
3. Making impact for the betterment of society across nations.

## 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.



## TIBCO Inks Partnership with SBM ITB to Develop Data Talent Pool in Indonesia

TIBCO Software Inc., a global leader in integration, API management, and analytics, today announced it will collaborate with the Institute of Technology Bandung (ITB) to expand data analytics capabilities and knowledge in Indonesia. As part of the Memorandum of Understanding (MOU), ITB and TIBCO will jointly engage students through workshops, internships, and other practice-based training to empower students with technological skills essential for their careers after graduation.

The collaboration between TIBCO and ITB is designed to support students from the School of Business and Management (SBM). TIBCO software is made available for all ITB-SBM students and students who select the elective will receive hands-on experience with TIBCO software, expertise and support to apply various data analytic techniques to understand and predict customer behaviour, to give businesses a real competitive edge.

SBM students will also be equipped with relevant data skillsets through guest

lectures, seminars, networking sessions with experts in the data analytics field and relevant trainings modules.

Indonesia's economy is growing rapidly, with a multiplying portion of the population entering the affluent consumer class each year. This transitioning consumer class are increasingly sophisticated in their spending habits and choices, and coupled with the burgeoning internet usage, are more connected than ever. This implies a huge, untapped potential for businesses to engage consumers through digital platforms to differentiate products and provide personalized customer experiences.

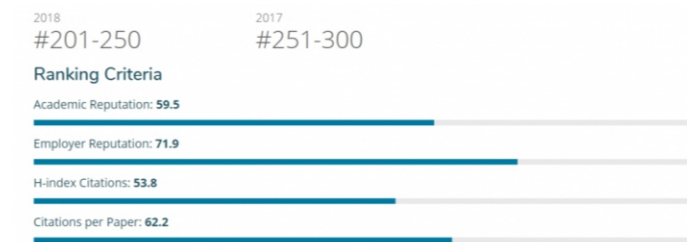
"Digital businesses gain a competitive edge with today's consumers when they are able to identify changes in customer behavior and make timely interventions or personalized offers at the right moment. To do so, businesses are using various data analytics and visualization tools to understand customers, and predict customer behavior. However, it's often difficult to visualize or apply theoretical concepts of data analytics in a classroom setting", said Erich Gerber, General

Manager, Asia Pacific and Japan at TIBCO. "Our collaboration with ITB provides students the opportunity to apply these concepts in a practical manner. This will also strengthen their ability to explore new business models and deepen their understanding of the data analytics field as well as the business world."

"Digital technology is playing a major role in Indonesia's economic development but growth is hindered by a wide data and technology skills gap. Close collaboration between universities and the industry is essential in imparting expertise. Together with TIBCO, ITB will train and empower a pool of talented and skilled graduates in the data analytics space, and allow Indonesian businesses to change how customers experience a product or service", said Prof. Sudarso Kaderi Wiryono, Dean of SBM ITB.



## The Business and Management Studies of ITB Reach The Highest Score of QS World University Rankings by Subject 2018 in Indonesia



In the first quarter of 2018, ITB received the 201-250 universities ranking position from most trusted rankings platform in the world for the Business and Management studies subject. This is the highest score among universities in Indonesia. The QS World University Rankings by Subject ranks the world's top universities in individual subject areas, covering 48 subjects as of 2018. The rankings aim to help prospective students identify the world's leading schools in their chosen field, with the list of subjects extended each year in response to high demand for subject-level comparisons.

Each of the subject rankings is compiled using four sources. The

first two of these are QS's global surveys of academics and employers, which are used to assess institutions' international reputation in each subject. The second two indicators assess research impact, based on research citations per paper and h-index in the relevant subject. These are sourced from Elsevier's Scopus database, the world's most comprehensive research citations database.

These four components are combined to produce the results for each of the subject rankings, with weightings adapted for each discipline:

1. Academic reputation
2. Employer reputation
3. Research citations per paper
4. H-index



## Smart City: Its' Concept and Business Opportunities

Nowadays, internet of things (IoT) era has transformed most of the human activity aspects. The better internet connectivity makes smartphone penetration is sky-rocketing. The huge number of smartphone users provide good opportunities for internet based business. For instance, the most impactful phenomena of the rising of the internet of things era especially in Indonesia is the emergence of online public transportation i.e gojek. By using our smartphone and thanks to internet connectivity provider we can go anywhere and get anything we want efficiently. So, phone + internet = (smart)phone and city + internet = (smart)city?

On March 27, 2018, Management of Technology Laboratory (MoT Lab) SBM ITB held a seminar with the topic Smart City: Its Concept and Business Opportunities. The aim of this seminar is to literate society especially student as the young generation that through leveraging the technology we can generate a solution for the city as a future business. Prof. Marsudi Wahyu Kisworo, a Professor of Informatics Technology also a Senior Advisor of smart city at CitiAsia and Dr. tech. Wikan Danar

Sunindyo, a Lecturer at Informatics ITB also smart city practitioners gave the talk about their experience in the process of developing of the smart city in Indonesia also the fundamental concept regarding smart city and how smart city can provide business opportunities for society.



Prof. Marsudi and Dr.tech Wikan emphasized especially on the fundamental concept of the smart city because of sometimes smart city misinterpreted by society. Most of the people think that smart city is simply adding advanced technology to the city and city means only a capital town while in fact, the city is the center of growth. To be growing, a city needs investment and talents, and cities are in the competition for it. Smart city can be defined as the city which has the ability to overcome the challenges effectively and

efficiently through the innovative, integrated and sustainable solution to enhance society's quality of life and provide adequate infrastructure. Furthermore, a smart city needs more than IoT to be ready, IoT only a part of smart city readiness. The integration of a healthy business environment, a good governance of bureaucracy and policy, IoT and other infrastructure are needed as a whole.

There are 6 (six) element of the smart city, namely smart governance, smart branding, smart economy, smart living, smart society, and smart environment. Prof. Marsudi and Dr.tech Wikan said that the 6 elements of the smart city provide large opportunities for society to participate in a solution. For instance, to overcome the traffic problem in the city, traffic and crowd management by using advanced camera technology and integrated analytic tools can be a new business opportunity. Another example is providing digital tools for digital record and archives management for the government institution. By using digital tools, data can be analyzed faster and easier that can provide supporting data for decision making.

## Upreal State

Bachelor of entrepreneurship SBM ITB is ready to shape many new entrepreneurship, we can see this from an entrepreneurial event, UPREAL STATE, on Saturday and Sunday 28-29 April 2018. This event was held at Click Square, Jl. Naripan from 10.00 – 21.00 as one of the learning material in bachelor of entrepreneurship. Wawan Dhewanto, PhD, as the lecturer of Business Planning & Feasibility course hopes that this business exhibition can promote the student's business and able to generate profit for all the next entrepreneurs.

There are 35 start-ups in this event that was organized by students of entrepreneurship SBM ITB to show their own products, which was divided into 3 industries, those are food and beverages, fashion, and creative & services. Beside business exhibition, this event also held talkshow with "How to Cultivate Entrepreneurial Mindset" theme. This talkshow was moderated by Yasser M. Syaiful (Founder & CEO Matahari Kecil)

and many speakers such as: Ken Ratri (Founder & CEO Geek Hunter), Egar Putra Bahtera (Founder & CEO Chevalier), Eduardus (Founder & CEO Elhaus), Bayu Ramadhan (VP Brand & Marketing Moka), Rizki Nugraha (Co-Founder Bakmi Emonk), M. Fikri Akbar (Community Leader Kolega), Keke Genio (Founder Lokapoin) and also Ghaida Latifah (Founder & CEO Ghala Florist).

Not only introducing products and service from the student, but also held runway competition which every participant using fashion product from entrepreneurship student's brand to exhibit it on the runway. This event was juried by Tria Devitasari (Puteri Indonesia Jawa Barat 2018), Deden Siswanto (Founder IFI), Nuniek Mawardi (Founder IFI). Beside fashion show, there were also music show and matching day where people who wants to build their own business but still feel trouble to find partners can come and meet with people to do a business together.

Main focus of this event was to acknowledge products and services from entrepreneurship student to more people, especially Bandung citizen. Azmi Firmansyah, one of the event organizer, hopes that products of class of 2019 entrepreneurship students can be known by many people. Afterward, for 8 months, all the students of entrepreneurship class of 2019 did a preparation and also research & development, so everyone who comes to this event can try the products and services that was offered by students. Bianda Nurasyah, founder of Kaloka, hopes that this event can increase customer awareness of her fashion brand and increase the sales.



## 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.



SBM ITB Newsletter 2018

## Business Initiation Practice Field Trip

Bachelor of Entrepreneurship class 2019 conducted business field trip on Wednesday, 11 July 2018. This business trip is a part of Business Initiation Practice course. The aims of this business trip is to obtain knowledge how to get funding from institutions to develop their business. The field trip destinations are Pertamina TBBM Bandung Group and Sarana Jabar Ventura (SJV).

### Pertamina TBBM Bandung Group

The first place was Pertamina TBBM Bandung Group located in Gede Bage. The staff of Pertamina welcoming us friendly and invite us to the meeting room. Students have been informed about Corporate and Social Responsibility (CSR) and Small-Medium Scale Enterprise Program (SMEPP). SMEPP or Program Kemitraan opens the opportunity for student to get funding from Pertamina. Pertamina also invites the student to submit their proposal to be reviewed, whether their business feasible to become business partner with Pertamina. Pertamina not only give funding but also provide assistance to help their partner to develop business.

### Sarana Jabar Ventura (SJV)

The second place was Sarana Jabar Ventura located in Jalan Laswi. In this place, students receive the information how to get financing from venture capital company. The staff also shares the success story of their past clients and strategy to gain business. Students also have opportunity to consult their problems of running their business.



## SEED 2018: Engage The Foreign Students to Community and Social Environment in Indonesia

School of Business and Management (SBM) ITB this year organized the Social Enterprise for Economic Development (SEED) 2018. More than 40 participants came from student representatives from several universities who joined in ASEAN Learning Network (ALN) and partner universities from abroad will attend the event that was held from July 23 to August 3, 2018. The students are from the University of Groningen, University of Southern Denmark, Victoria University of Wellington, Birmingham City University, University Malaysia Perlis, San Beda University, Universiti Malaysia Kelantan, Princess of Naradhiwas University, Prince of Songkla University, and the Banking University of Ho Chi Minh City, and also SBM ITB students. SEED itself is a cross-cultural management learning program that is held annually. SBM ITB was the initiator and pioneer this program and regularly organize it every year since 2007, before

the program is adopted and organized also by universities joined in the ALN.

According to Vice Dean for Academic SBM ITB, Prof. Dr. Utomo Sarjono Putro, SEED program is aimed to expose student life in the midst of society to understand life and social environment in Indonesia. Also providing an opportunity to recognize the mindset, customs, traditions, and customs of Indonesian society, especially West Java.

Dr. Bambang Rudito said that this activity will be held in Sumedang Regency, precisely in Sukasari District. Geographically, this location is very supportive and has the potential of agriculture, plantation and livestock supported by service activities and trade. "So it can give a small contribution in the development of agribusiness as one of the pillars of the realization of the vision of Sumedang Regency," he said. He hope that through SEED program, students can feel the sense

of empathy that business schools are not only easy to benefit in material form, but must have a sense of empathy in others whose lifestyle is different, different ideas, how they look for food and how we improve welfare they. "In this SEED there will be a collaboration of science and management from outside students and it is very enthusiastic especially from the existing universities in ASEAN, hopefully this idea spread to ASEAN not only in Indonesia alone," he concluded.



## September BYEC 2018

Entrepreneur challenge or BYEC (Bandung Young Entrepreneur Competition) 2018 is a national business competition held by SBM ITB in collaboration with Entrepreneurship student association IMK Artha that invites high school students all over Indonesia to participate. The theme of this entrepreneur challenge is Design Thinking and Innovation which encourage the participant to find problems that evolve around them and using the design thinking process to solve the problem in a unique way and deliver the best yet innovative output. In addition, they also learn how to make Business Model Canvas for the next stage implementing their problem solutions into an actionable business idea. Both DTI process and Business Model Canvas are part of SBM ITB curriculum especially in the bachelor of entrepreneurship program. This purposely introduce to high school student so not only they can have a closer look at what it feels like learning in SBM but also have new knowledge and possibly gaining interest to join the faculty.

After the selection process of the team from all over Indonesia, the committee of entrepreneurship challenge selected 10 best team to compete in Bandung. The

competition starts from 31 August 2018 until 1 September 2018. The first day, all the participant gathered at the front entrance of auditorium freeport building to have welcoming lunch and networking activities. Then all the participant entered the auditorium and hear a warm welcome from Mr. Sonny Rustiadi as the head of SBM ITB Student Affairs. The last one who gives some speech is Zed Ridlo as the former chairman of IMK Artha and also one of the committee for Entrepreneur Challenge. The agenda for this first day is that all the participant get a workshop about Design Thinking and Innovation from Labtek Indie. At the end of the workshop, the participant received the case of the competition and given a time to ask further about it before finally returned to Frances hotel Bandung to prepare for the next day pitching.



In the second day, all the participant have to present their work in front of Labtek Indie as the facilitator in this competition. Then after the presentation, the 5 business mentor that already provided, distributed to the

whole 10 teams so that every 2 teams get 1 mentor. The mentoring process is preparing the team to perform their best in the final pitching that will be judged by Mr. Sonny Rustiadi as the head of SBM ITB Student Affairs, Mr. Aktsa M. Effendy as the CEO of Mejakita, and Ms. Shinta Arum as Tokopedia Community Development Specialist. This final pitching will determine the final result of the competition and selected the winners of Entrepreneur Challenge. After finishing the final pitching, all the participant headed back to the hotel and get ready for attending the gala dinner for awarding night and talk show.

In gala dinner and talk show, Entrepreneur Challenge also invites 5 best students with science and social major from every top high schools in Bandung like SMAN 2, SMAN 3, SMAN 5, SMAK 1, and Taruna Bakti Bandung to celebrate the main event and getting insight from the talk show that include Mr Aktsa, Ms Shinta, and CEO Labtek Indie as the main speaker with Mr. Sonny Rustiadi as the moderator.



## October

### Data Science is Important to Make Better Decision in Transportation



SBM ITB in collaboration with MRT Jakarta, held a workshop "Data Science to Support Behavioral Modeling in Transportation" (24/9/2018). Attended by academicians, data scientists, and transportation industries, the workshop discuss about the increased importance of data to understand people behavior in using mass transportation. It also marked the first collaboration between SBM ITB and MRT Jakarta in disseminating knowledge and information in the area of transportation, especially related to the target of the first run of MRT Jakarta trains in March 2019.

Opened by the CEO of MRT Jakarta, Dr. William Sabandar, and started by the Keynote Speech from the Founder of the school, Prof. Kuntoro Mangkusubroto the session run well. Prof. Kuntoro shared an interesting story when he studied his Master at Stanford University back in the 1970s. During that time, he conducted a feasibility study of a new train route between San Francisco and San Jose. The research team then performed a thorough study using manual methods and calculation that used many papers. "Nowadays, these manual methods are no longer used as we utilize big data. That is data science, and it will lead us to make a better decision," he said.

Director of Operations and Maintenance of MRT Jakarta, Dr. Agung Wicaksono as one of the speakers, shared the findings of ridership survey performed by MRT Jakarta. The study involved more than 10,000 respondents to reveal the Jakartans' willingness to pay for the future MRT ticket,

and the people's willingness to shift to using the train to commute. "It was found that more than 65 percent of respondents are willing to move to MRT for commuting. It is estimated that the MRT would load 130.000 passengers a day with an approximate trip distance of 10 km/trip," said Agung.

This collaborate workshop between SBM ITB and MRT Jakarta is an example of how data science as an emerging discipline can be developed collaboratively by academicians, industry, government, and society. In the future, further collaboration is expected to find solutions in current pressing issues in our society.



## November

### 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.

The session 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 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 Mihardja, 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.



## December

### 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.

