

headline

Ganariddhi SBMTB 2014 goes to



National Final L'OREAL Brandstorm

On Wednesday, Feb 12, 2014 at Ciputra World Jakarta, two teams from Bachelor of Management Program 2015, Ganariddhi and Ganabuddhi were through to the Semi Final of L'OREAL Brandstorm 2014. In the final session, Ganariddhi Team with Nabila Syahputri, Wisnu Aryo Setio and Revi Adelia Hefimaputri, was finally selected to compete in the upcoming National Final L'OREAL Brandstorm 2014.

Congratulation to Ganariddhi team, always be the best!



WE LIVE WITH WHAT WE GET, BUT WE GET LIFE BY WHAT WE GIVE
-Winston Churchill-

SIDANG TERBUKA PROGRAM DOCTORAL

Dr. Anton Mulyono - First Graduate in Doctoral Program of SBM ITB



BANDUNG, Indonesia, February 27th, 2014. The Doctoral Program in Management Science School of Business and Management held Doctoral Promotion Defense of Anton Mulyono Aziz. His dissertation entitled: Performance Management System Design for Indonesian School of Business and Management, had been declared by the chairman, Prof. Utomo Sarjono Putro with judicium very satisfactory. Anton will be the first graduate of the Doctoral in Management Science program and therefore we can call him Dr. Anton Mulyono Azis from now on . We expect Dr. Azis to maintain and improve his scholar that can bring other research themes that could be beneficial for humanity and the management sciences. Congratulation to Dr. Anton Mulyono Aziz who has succesfully passed his Doctoral Defence.

achievements

Student of Bachelor in Management

- Nasha Pinasthika (SBM 2014), Wisnu Aryo (SBM 2015) as the first winner in Unilever Future Leader League 2014 in March 2014.
- Ganaridhi Team comprising Nabila Syahputri (SBM 2015), Wisnu Aryo Setio (SBM 2015), and Revi Adelia Hefimaputri (SBM 2015) proceeds to the final round in L'Oreal Brandstorm business game.
- Tim Zeniska in January 2014 comprising Annisa Saraswati (SBM 2014), Tri Indriyani (SBM 2014), and Siti Fadilah Ristekawati (SBM 2014) obtained the third winner of Business Plan Competition in Creative Entrepreneur Competition at the University of Brawijaya.

Student of Master of Business Administration

- Tim Ganesha Maxima: Meilina, Nuzuli, Rohimat from MBA X-47 as the first winner and Tim Mahameru as the first consolation prize winner in National Business Case Competition at UNAIR in October 2013.
- Tim Ganesha Maxima: Meilina, Nuzuli, Rohimat from MBA X-47 reached the second winner of the 4th PPM Regional Business Case Competition.
- Moch. Sandy Triady, Ratih Kurniasari, Harry Susatyo of 2012 MSM Class obtained the second winner of National Competition on Risk Management Case Writing in 2013.
- Santi Rahmawati (MSM 2013) won Best Paper Award entitled "Technology Acceptance of Optimization in Search Engine (Internet) among Optimizer in Indonesia" on the International conference on Trends Multidisciplinary Business and Economic Research (TMBER 2014) March 2014 in Bangkok.

Lecturer of SBM ITB

- Research grants: The Masterplan for Acceleration and Expansion of Indonesia's Economic Development (MP3EI) Dr. Wawan Dhewanto, Dr. Donald Lantu, and Sri Herliana. National Strategic Research: Prof. Sudrajati Ratnaningtyas, Dr. Wawan Dhewanto, Prof. Jann Hidajat, Competitive Research: Prof. Sudrajati Ratnaningtyas, and others.
- Prof. Kuntoro Mangkusubroto and Prof. Jann Hidajat Tjakraatmadja were selected as the Advisory Board members of ITB 2014-2019.



Prof. Togar M. Simatupang

Congratulations to 167 graduates where 17 of them were cum laudes. This season, SBM delivered 19 graduates from Bachelor of Management, 11 graduates from Master of Science in Management, 135 graduates from Master of Business Administration, and 2 graduates from Doctor of Science in Management. "We have the first two graduates of PhD in Management," said the Acting Dean, Prof. Togar M. Simatupang, at the graduation night

The Graduates here today represent the School of Business and Management (SBM) comprises of four study programs. Let me report the statistics of our graduates in period 11-12 April 2014. The total number of SBM graduates is around 167 persons.

When we look back behind, our students were coming from different backgrounds and passed the highly admission process. They have been through difficult times in completing semester by semester. Our education system provides students to cultivate their talents and develop their capacity to recognized different business settings. Business is not only associated with tight competition but also with endurance and having knowledge to make differences better than competitors. But at the same time, students have to cooperate in teamwork and sharpen their social competencies. The combination between hard and soft skills become important to equip students to gain actionable knowledge in order to engage in business world with high uncertainties, dynamics, opportunities, and risky. We are confident that once our students become graduates they are prepared to utilize and develop knowledge in their next professional life. They will be business professionals and entrepreneurial leaders to make a valuable difference to and deliver strong benefits for our communities.

As our graduates come from many different cultures and

Make a Valuable Difference to Communities!

backgrounds, they become our ambassadors who do two common things.

- Firstly, our graduates will show honorable role models that inspire other people.
- And secondly, our graduates will provide valuable contributions to the wider community.

we are awarding and celebrating the achievements of our students. We also have outstanding graduates that demonstrated their commitments and achievements during their studies at SBM.

Besides our graduate achievements, we also have a long list of achievements contributed by our students and faculty members. And by their achievements SBM has also achieved wider achievements in advancing its strategic direction and mission objectives.

Much cooperation has been established with overseas partners and multi-national companies such as PT Mondelez Indonesia (Campus Guest Lecture, Internship for Student), Wilmar Group in developing business education, and Nanyang Technopreneurship Center (NTC) (for Students Exchange, Joint Research).

In this process SBM becomes part of national development to achieve improved educational attainment and the widening participation in higher education.

In conclusion, I look forward to the achievements that these bright young graduates are going to make in our future. We believe our graduates will be great achievers and do proudly present you to the wider community. However, none of us will have an excuse not to achieve to the best of our ability. ITB has committed us to that.

Let me utter an important message: the most important thing in your life is to live your life with integrity and to not surrender to be something that you are not as a role model of ITB ambassadors. Thank you and have a memorable night.

Oddisey 2014



SBM ITB 2016 has successfully presented Oddisey 2014 on March, 27th-31st 2014. Oddisey is an annual theatrical show held and organized by the first year students as the exam for Leadership and Management Practice subject. The profit came after Oddisey ticket selling will be donated for education charity. Oddisey 2014 was as celebration of a decade of Oddisey in SBM ITB. It was held for four days in a row like never before. The theme of Oddisey 2014 was Anthemones.

Anthemones itself stands for "Anthropus, Theous, Daimones" which means "Human, God, Invisible" in English. Anthemones presented two different stories from the myth of Greece: Hercules and Medusa. Both of the stories offered twists related to the love, lust and curse phenomenon.

There was approximately two months of preparation for Oddisey 2014. Therefore, the students were forced to manage their time wisely to be able to present performances with high standard. For each story, Hercules and Medusa, there was three groups of performance: Body Performance, Romance Fantasy and Mimesis Show. Each group of the show rehearsed hard and competed fairly to be the best group voted by the audiences.

The success of the shows by the talents as well as the show organizing, reaped really good responses form the audience. Overall, most of the audiences rated "excellent" for the show each day. Oddisey 2014 has proved that Business and Management students have valuable skills no one could expect before.



Nanyang Technopreneurship Center (NTC) SBM ITB MoU Signed

Nanyang Technopreneurship Center (NTC) signed an MoU with School of Business and Management (SBM) Institut Teknologi Bandung. Students Exchange, Joint Research, and Dual Degree program would be the key points in the agreement. A memorandum of understanding was signed by Prof Sudarso Kaderi Wiryono (Dean) and Dr Hooi Den Huan (Director) aiming to strengthen academic cooperation between the two institutions.

The MoU signed was held in the Inaugural Technopreneurship Forum organized by NTC, SBM, and MarkPlus to raise the topic of "Driving Sustainable Economic Growth: Science, Innovation and Business". Participated by nations key persons such as Prof Kuntoro Mangkusubroto (Founder of SBM ITB) and Dr. Mari Elka Pangestu (Minister of Tourism and Creative Economy), this forum also invited Bertil Andersson (President of NTU) and Koh Boon Hwee (Chairman of NTU Board of Trustees).

Focusing on the need of driving sustainable growth through science, innovation, and business, the forum aimed to create further awareness of powerful economic impact of technopreneurship and to encourage the growth of creativity, innovation and entrepreneurship within both Singapore and Indonesia. "Each individual must have an enterprising mindset to higher productivity, embrace the standard and quality of life for our people," said Koh Boon Hwee in his opening speech.

As Kuntoro Mangkusubroto delivered his welcoming on stage, he attracted the audience by saying "Almost the best entrepreneurs in Indonesia have graduated from ITB after 8 until 9 years studying at ITB. Some of them got dropped out from ITB. Big names like Bill Gates also dropped out from the University. So, I think that it is good Pak Akhmaloka (Rector of ITB) if we could produce more dropped out students."

When Marie Elka Pangestu shared her view on sustainability, she went to state the big three parameters. "The world urgently needs to address the sustainable development challenges. It has been described about three main challenges. There are ending poverty, increasing social inclusion, and sustainable planet. So, this is kind of three big parameters of sustainable," said the Indonesia's Minister of Tourism and Creative Economy.