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## Upcoming Events

### ICMEM

#### THE 5TH INTERNATIONAL CONFERENCE ON MANAGEMENT IN EMERGING MARKETS (ICMEM) 2020

"Sustainable Development: Orchestrating Business  
to Respond to Society's Latest Challenges"  
3th – 5th August 2020  
Bandung, Indonesia



Alumni Talk  
March 2020

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## SBM ITB Maintains as the Best Business School in Indonesia for Three Years



SBM ITB successfully maintains the title as the best business school in Indonesia from Global Brands Magazine (GBM), a magazine from the United Kingdom for 3 years in a row. This award was given by GBM in the Global Brands Awarding Night 2019 held on August 30, 2019, in Johannesburg, South Africa.

According to Prof. Sudarso, this award was very prestigious received by SBM ITB as the only business school in Indonesia. "We accept this award since our business school is considered has differentiation and provides services towards the ever-expanding in education sector. SBM ITB is recognized has the commitment to Innovation, Quality, Branding & Performance and provides a strong education system in Indonesia," said Sudarso during a media interview in South Africa. He added that being in the ITB environment made SBM ITB is unique from other business schools in Indonesia. "The existence of technology, science, and art knowledge enables our students to be connected with students in other majors. This certainly can increase their knowledge and this advantage is not shared by other business schools," he said.

This achievement complements the previous SBM ITB achievement as the only business school in Indonesia that entered the TOP 500 as the world class business school version of Times Higher Education (THE) 2019 on the subject of Management & Economics. Whereas QS, as a reputable tertiary institution, places SBM ITB in the

TOP 251-300 based on data released in 2019, as well as being ranked first in the subject of Management and Business in Indonesia. And also Eduniversal Rankings put SBM ITB as Three Palmes of Excellence. Has five Palmes of Excellence, Eduniversal applies the following criteria in evaluating business schools: national and international accreditations, school rankings, membership of national and international academic associations.

SBM ITB was chosen based on strict selection, from incoming candidates, selected from a very competitive group of migrants, all of whom showed service delivery that had a humanist touch and experiential learning. The Global Brand Magazine in addition to giving the best business school award in Indonesia, also gave awards to the world's top business schools, among others, the Stanford Graduate School of Business (USA), INSEAD (France), NUS Business School (Singapore).

In the coming year, SBM ITB remains committed to improving the quality of education and its academic community. Sudarso is optimistic that SBM can maintain the 1st rank in Indonesia and also improve the ranking internationally. "Our next pursuit is to achieve international accreditation from AACSB, AMBA, and EQUIS. In addition to improving the quality of the SBM ITB, we will continue to do from before, to improve the quality of scientific publications and community empowerment activities by helping UKMs in West Java Province," he said.



## January

### Two Times in a Row Awarded as The Best Business School in Indonesia

The Global Brands Magazine (GBM), UK, awarded School of Business and Management Institut Teknologi Bandung (SBM ITB) brand the title "Best Business School, Indonesia 2018." This is the second year that this international magazine nominates and selects brands with outstanding achievement and excellence in the financial sector worldwide, granted this honor to SBM ITB.

GBM is a prestigious online and print magazine in the United Kingdom for leading brands of all industries across the globe. GBM provides the readers with in-depth and updated news, reviews, opinions, polls on "best-in-class" brands.

This year's award winners were selected from a very competitive group of entrants. SBM ITB was awarded this honor for exceptional commitment to innovation in education, quality of learning process, branding Activities, and providing an extended business and management knowledge to Indonesia's society. Awards night was held in a prestigious hotel in Macau, Banyan Ballroom on Friday, 25 January 2019. SBM ITB's representatives were Prof. Utomo Sarjono Putro, Vice Dean of Academics and Dr. Yos Sunitiyoso, Director of MBA Program Jakarta Campus.

In this occasion, Prof. Utomo Sarjono Putro shared, "Our business school is one of a kind. We are a business school under an institute of technology. We focus on developing entrepreneurs, especially technology based entrepreneurs. I am extremely

honored on behalf of SBM ITB, to receive this distinguished award for the second time. This is a happy moment for students, faculties, and staffs, also the alumni of our school. To extend the learning process, our school recently developed the project to rearrange the business and management curriculum that will be fit in facing digital era. We hope SBM ITB will produce more alumni who will be leaders of the future Indonesia".

In addition of GBM award for SBM ITB, on worldwide rankings SBM ITB granted top ranking level from prestigious rankings platforms in the world for the Business and Management studies subject such as QS Ranking and Times Higher Education (THE). SBM ITB achieved top 201-250 in the QS Ranking, making SBM ITB achieved the highest rank of business school in Indonesia year 2018. 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 QSs 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.

Meanwhile the Times Higher Education (THE) 2019 World University Rankings place SBM ITB in the Top 401-500 universities globally for its business and



economics subjects' putting the business school on par for the top spot in Indonesia, the only one Indonesia's business school among Top 500 world rankings. As a newcomer in THE ranking, the results achieved are quite good, amid the increasingly fierce development and competition especially in Asia. Taking into consideration 13 key performance indicators across teaching, research, knowledge transfer and international outlook, THE is a leading provider of global higher education data for research-led institutions.



Award announcement on GBM: <https://www.globalbrandsmagazine.com/awards-winners-2018/>.

## March

### The ITB Student Team Represent Indonesia in the CASEIT 2019 International Competition in Canada



Four students from the Bandung Institute of Technology (ITB) represented Indonesia in the "CASEIT 2019" event organized by the Beedie School of Business, Simon Fraser University, Vancouver, Canada, February 17-22 2019. There were a total of 16 participants which became one of the teams from three Asian delegates in the event.

CASEIT 2019 is an international level business and technology competition aimed at undergraduate program students with a combination of information systems management knowledge and business management. The theme of CASEIT this year is "Speed of Technology", with the mission of providing a global stage for competitors who have critical business and technology thinking to re-assemble business and technology innovations in resolving current business

cases.

CaseIT 2019 is designed as a 6 day-competition with 1 shortcase and 1 longcase. An invitation to take part in the competition was received by ITB directly from the organizers. Only leading universities from North America, Asia Pacific, Europe and Australia can participate in this competition. The invitation was motivated by the good track record of ITB in the International Business-IT Case event.

The ITB team was represented by 3 students from the Information Systems and Technology (STI) study program, STEI-ITB (School of Electrical and Informatics Engineering). The students were Muhammad Fata Nurrahman, Rifda Annelies Az Zahra, Alessandro Aria Wibowo and 1 student from SBM-ITB Business Management study program (School of Business and Management), Khairul Arifin.

Prior to taking part in the competition, they had to pass the internal selection held by the STI study program. The four students said they had made a lot of preparations starting from the presentation training with their fellow students, presentations in front of STEI lecturers, SBM and coaches from Go-Jek, to raising sponsorship funds.

For them, participating in the IT business competition at the world level is a valuable experience. "Honestly, I was a little nervous because this was the first time, and at the same time, it was a pressure to bring the names of ITB and

Indonesia. But I feel grateful for getting a valuable opportunity to compete with the best universities from various parts of the world," said Fata. Whereas for Rifda, being a single representative from ITB as well as Indonesia is invaluable pride. "Actually, our main goal to take part in this competition is to simultaneously measure our abilities in applying In applying knowledge we obtained from lectures while at the same time comparing our capability compared to foreign students," he added.

The 2019 CASEIT competition is also a challenge for every member of the ITB team, especially in their respective fields. "I have to learn more about IT and the hardest part is understanding new terms. This competition gives me not only a lot of experience, but also a new perspective on how to effectively combine business and technology," Arifin said.

Although there were no teams from Asia which received the best ranking in this event, the members of the team expressed that they were grateful to have been part of the team representing Indonesia in the prestigious international competition. In addition to the internal support from ITB, the participation of the team in this competition was also supported by Indosat, BRI Bank, BJB Bank, and PELNI.

## February

### MBA ITB Students Help Find Solutions for West Java SMEs Business Constraints Through Coaching Clinic



Master of Business Administration (MBA) ITB program Bandung Campus was involved in training around 125 small and medium (SMEs) business people in West Java through the Coaching Clinic program. Students will accompany these business people to find solutions to the business problems they face. The Coaching Clinic program was developed by MBA ITB program together with Thegreaterhub, SBM ITB's business incubator. Director of Thegreaterhub SBM ITB, Dina Dellyana explained that this program involved 60 ITB MBA final year students as coaches. In addition, it also involved 55 volunteer trainers from MBA ITB students and alumni. "They have the ability to analyze the problems faced by SMEs", Dina told reporters at Thegreaterhub SBM ITB, Monday 4 February 2019.

Meanwhile, there are currently 124 SMEs enrolled in this program. They come from various regions in West Java, such as Bandung, Cimahi, West Java districts, Garut, Bekasi, and others. The business they are engaged in is diverse, such as fashion, handicrafts, food, culinary, agricultural, and information technology. Furthermore, in this program they are

called coachee.

Dina said, the coach would provide assistance in four fields, from marketing management (related to product development and packaging, digital marketing, etc.), operational management (related to production management, supply chain management, quality control, etc.), financial management (related cashflow, profit and loss, financial analysis, etc.), and human resource management (related to payroll, measurement of performance achievement indicators, HR allocation, etc.).

In its implementation, the coaches will provide consultation sessions held every Monday-Friday at 3:00 p.m. to 5:00 p.m. at the Thegraterhub SBM ITB. Coachee can come and discuss the various problems they face. "If the problem is simple, it is possible to be completed there. But if the problem is complex, it will take several meetings and there will be evaluations every Friday. Later there will also be assisting lecturers involved," said Dina.

She added, this coaching clinic lasted for 14 weeks until 30 April 2019. In the coaching clinic activity, the participants or coachee were not charged anything. While students and alumni who are involved in this activity will get a certificate as a coach and have the opportunity to become authors of books, a collection of problems faced by SMEs in West Java through various instruments to overcome the problem. This book also became the output of the program.

"The output of this program is a collection of issues that are still faced by SMEs in West Java. This book will later be free to download in the community, so that in the future there will be a research study on similar things, no

need to start again from scratch, but enough from books this, because we summarize everything", she said. This Coaching Clinic does not intend to provide an instant solution to the problems faced by SMEs. Rather, it provides various instruments to unravel the problem. "What the coachee has to do is addressing the problem and ask questions," she said.

Director of MBA ITB Bandung Campus, Dr. Subiako Sukarno, added that students involved as coaches are students who are prepared to become business people after graduation. Through this program, they can bring together theories that have been obtained through practice in the field. "SMEs will also get something. Hopefully this method works," he said.

He said, the problem that many SMEs face is related to financial management. "They feel that there is a lot of demand, good sales, but there is no money. And tends to buy too much material," he said.

One businessman from Bekasi, Riantama Suktana Faudzan, said that his interest in joining this program was to get new knowledge and consult about his food business problems. With 15 employees, he processed mangroves into lunthead and crackers. He also has a duck rice catering business. During this time he did not have a friend to talk about his business. "Moreover, the existing human resources still don't understand management," he said.

He claimed to be constrained by the limited number of mangrove raw materials. Besides that, it is also constrained by markets that are not friendly to SME products. "I hope MBA ITB can share positive knowledge and be a solution to the obstacles faced in business", he said.

## April

### ITB awarded the title of Honoris Causa Doctor and Honorary Professor to Prof. Kydland



In the commemoration of the 60th Anniversary, the Bandung Institute of Technology (ITB) awarded Honoris Causa Doctorate and Honorary Professor to Professor Finn Erling Kydland at Sasana Budaya Ganesha (Sabuga) Building ITB, Wednesday, March 6, 2019.

It is our hope that the research that Professor Kydland has conducted over the years, especially in relation to the effects of macro policies on economic growth and business cycles, will contribute positively to the economic development of Indonesia. We also wish that his significant work will be able to provide invaluable feedback to the Indonesian Government with regard to economic policy alternatives for economic growth and business cycles in Indonesia, thus addressing and overcoming the problems of economic and business policies in the country.

We believe that the insights that Professor Kydland has provided will benefit Institut Teknologi Bandung in general and the School of Business and Management in particular. More specifically, by granting an honorary title to Professor Kydland, we hope to be part of more global discourses of economic development in

developing countries. In this way, ITB is in debt to Professor Kydland for allowing us to improve our visibility in higher education circles, in local and international contexts. We also hope that the inclusion of Professor Kydland as part of our community may increase the opportunity of collaborative projects on research and education between Professor Kydland and his colleagues and ITB faculty members. We hope that our research processes and outputs can be leveraged for the benefits of multiple stakeholders involved. If time allows, it will also be our pleasure to have Professor Kydland speak in other future occasions held by Institut Teknologi Bandung, including by the School of Business and Management, to provide further insights and help in fostering our mission to contribute to business, government, and society.

Last but not least, we also hope that our institution can be of significant benefit to Professor Kydland, personally and professionally.

All in all, considering the many and significant contributions to the development of the global economy by Professor Kydland and our mission to contribute to the welfare of the nation and the world, ITB is called upon to award a Doctor Honoris Causa. It is expected that Prof. Kydland's achievements will motivate our business school to participate in research and community service for the welfare of the nation and the world. Finally, to strengthen the relationship and the collaboration with ITB and SBM, Professor Kydland will also be awarded the ITB's Honorary Professor. We hope that this collaboration will enhance ITB, particularly School of Business and Management's research and education quality and visibility for the betterment of business, the government,

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May

### SBM-ITB Start of Startup : Exhibition of Students' Business Initiatives 2019

For the first time, the School of Business and Management – Institut Teknologi Bandung (SBM ITB) organized the SBM-ITB Start of Startup (SBM-ITB SoS): Exhibition of Students' Business Initiatives 2019. This time, SBM-ITB SoS was held in two locations: 29 April – 3 May 2019 at Bank Central Asia Kantor Cabang Utama Dago, and 3 – 4 May 2019 at Aula Timur, Institut Teknologi Bandung. The exhibitors were first year students of SBM-ITB currently studying MB1203 course: Leadership and Management Practice.



Substantially speaking, the theme of the exhibition focuses on the exhibition of Students' Business Initiatives as part of MB1203 course: Leadership and Management Practice for Bachelor students.

Overall, there were around 160 business initiatives exhibited in the event. Nine of them were exhibited at Bank Central Asia Kantor Cabang Utama Dago, while the rest were exhibited at Aula Timur, Institut Teknologi Bandung. The exhibition was divided into four major



expected that the event will boost the students' confidence so that they would be able to perform better, particularly in the forthcoming years.

This first SBM-ITB SOS 2019 is a vital milestone for the next year exhibition of students' business initiatives. We do hope this event can be held every year to support the SBM's mission of educating students to be innovative leaders with an entrepreneurial mindset.



July

### Bandung Startup Pitching Day 2019



Thegreaterhub SBM ITB collaborating with Startup Bandung, Startup Grind Bandung, and Geek Hunter presented 25 startups in the biggest business pitching event in Bandung on July 16, 2019. Four leading entities from ecosystem stakeholders startup in Bandung, namely Thegreaterhub SBM ITB, Startup Bandung, Startup Grind Bandung, and Geek Hunter collaborated to hold "Bandung Startup Pitching Day 2019". Four leading entities from ecosystem stakeholders startup in Bandung, namely Thegreaterhub SBM ITB, Startup Bandung, Startup Grind Bandung, and Geek Hunter collaborated to hold "Bandung Startup Pitching Day 2019". Thegreaterhub SBM ITB as the initiator revealed that the background of the activity is to improve and grow the startup ecosystem in Bandung. It is also aimed to become an exposure event for startup potentials in Bandung as well as small towns around the city. The startups in Bandung and its surroundings require funding but they face a limited access.

Thegreaterhub SBM ITB collaborates with the

Bandung Startup community which was established in 2015 with members of more than 100 startups located in Bandung. SBM ITB also collaborates with Startup Grind Bandung as a community startup remember global under the #GoogleForEntrepreneur program that already has branches in more than 250 cities in 100 countries; one of them is in Bandung. Another partner is Geek Hunter as a leading IT-specific job recruitment startup Bandung which was established in July 2013.

This year is the second time for Bandung Startup Pitching Day to provide pitching opportunities for early-stage startups which are ready to grow faster and to facilitate startups in Bandung and surrounding areas that previously never have a chance to meet potential investors.

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Not only that, this activity was designed as a learning

platform for youth participants, startup fans, and new entrepreneurs. Especially, this annual activity also became a networking event between fellow startups, venture capital, invited guests, and the wider community.

Located in the East Hall Insitut Teknologi Bandung on 17 July 2019, the event was opened by Dr. Dina Delylana, Director of Thegreaterhub SBM ITB, then followed by the pitching session of 25 startups. They had five minutes for pitching and five minutes for question and answer session with the investors.

From 135 startups which registered themselves, the best 25 startup early growth stages were selected which have futuristic ideas in providing business solutions for Indonesia from many categories such as FinTech, EdTech, Legal, Internet of Things (IoT), BioTech, Travel, and Online Media.

The 25 startups are HaloFina, Fammi, Marlin Booking, Eduka System, Outside School, Kliktrip, Listriku.id, Reflex, Micepedia, SimpliDOTS, Lingkar, Pinisi-Edubox, Hear Me, Launcher.id, Ready to Learn, Proyekin.com, Zafato, Chatbiz.id, Duniatambang.co.id, Cause Virtual Run, Sportigo, Waroong, Mandala – Netrada, Ceklab, and eLarvae.

The investors from domestic and foreign venture capitals (VC) are Alpha JWC Ventures, Alpha Momentum, ANGIN, East Ventures, Everhaus, MDI Ventures, Openspace Ventures, Prasetia Ventura, Salim Group, Venturra Discovery, Wavemaker, Finch Capital, UMG Idealab, Gunung Sewu Venture and Convergence Venture.

June

### Seminar Pacific Alliance 2019



The Bandung Institute of Technology (ITB) in collaboration with the Pacific Alliance (PA) conducted a joint-seminar on Friday, April 26, 2019 at Auditorium Labtek XIV SBM Building. The four Pacific Alliance members, Mexico, Peru, Chile and Colombia, represented by each of the country's ambassadors to Indonesia, attended the event. This organization was initiated in 2011 through the Lima Declaration, Peru.

The event was opened by the Vice Rector for Resources and Organizations, Prof. Dr. Ir. Irawati, who in her speech conveyed the role of ITB as a technology-based campus which plays an important role in the development of the world. ITB is very honoured to welcome the Pacific Alliance seminar as a bridge to build cooperation with countries in Asia. During the seminar session, each of the country's ambassadors presented a topic which was in line with the Pacific Alliance vision. At the beginning of the seminar session, H.E. Juan Camilo Valencia, Ambassador of Colombia to Indonesia, explained the history and background of the establishment of the Pacific Alliance. Another speakers were the Ambassador of Chile, H.E. Gustavo Ayares, Ambassador of Mexico, H.E. Armando Álvarez, and H.E. Julio Cárdenas, Ambassador of Peru.

H.E. Armando Álvarez, Ambassador of Mexico, explained about the role and presence of PA in the international community. PA has collaborated with various world regional organizations, such as ASEAN, in facing global challenges and promoting

the role of employers in the country's economic development. They have also made Singapore, Canada, New Zealand, and Australia associated PA states.

Ambassador of Peru to Indonesia, H.E. Julio Cardenas explained the Pacific Alliance Strategic Vision in 2030. In general, there are four major objectives to be achieved by PA in 2030. The four objectives are to be more integrated, more connected, more global, and more civic-minded. These goals are also followed by steps or strategic planning that they will take in the future such as promoting open trade, facilitating investment in partner countries, and getting prepared for the risk of disasters. "ITB is an institute that can play a role as a partner in various forms of cooperation, because ITB has many years of experience as an institute of technology, as well as its relationship in dealing with industry 4.0," said H.E. Julio Cardenas when asked about possible connections between ITB and Pacific Alliance.

H.E. Gustavo Ayares, the Ambassador of Chile to Indonesia, presented a topic about the role of PA in the world of education and the achievements they have achieved so far. One of them is their role in providing scholarships to more than 1,000 students. As a representative of the Indonesian Government, there was Dr. Iwa Karniwa who served as the Regional Secretary (Sekda) of West Java. He described the advantages that West Java has in various sectors and hoped that the Pacific Alliance can establish cooperation with West Java. "We believe, West Java and Pacific Alliance have the same interest in developing trade in various sectors," he said while welcoming the Pacific Alliance ambassadors.

Yudo Anggoro, Ph.D., a representative of SBM ITB, also delivered a topic related to economic development taking place in Indonesia. He started his session by explaining the chronology of the economic situation in Indonesia from every government that had served in this country. In his opinion, however, economic conditions are closely related to the role of the government as a policy maker.

Yudo Anggoro, Ph.D., who is also a lecturer at the School of Business and Management at ITB, described the potential of investment in Indonesia.

he seminar discussed the potential of cooperation between Pacific Alliance and Indonesia as an associate member. It was not only attended by 200 students and the general public, but also by Kadispora, Head of Culture and Tourism Office of West Java, FEALAC community (Forum for East Asia and Latin America Cooperation), and Head of International Relations study program from several universities in Bandung. The seminar was also attended by speakers from commercial attachés such as Mr. Diego Cifuentes, Director of Commercial Office of Colombia in Jakarta (PROCOLOMBIA), and Mr. Juan Carlos Valdivia, Director of the Commercial Office of Peru in Jakarta (OCEX).

The seminar was closed with a question and answer session between speakers and seminar participants. Then, it ended with a photo session and a friendly gathering event. The Peruvian film screening titled "Viejos Amigos" was also held after the seminar was completed as part of the introduction of Peruvian culture. It is hoped that the joint activities involving universities and Pacific Alliance member countries will expand the cooperation in all fields, not only in the trade sector, which will certainly improve the welfare of countries in Latin America and Asia.



August

### SBM ITB Signed MoU with CWMA on Wealth Management



School of Business and Management ITB (SBM ITB) and Certified Wealth Managers' Association (CWMA) signed a mutual agreement to improve the students' competence in Wealth Management. "When our students have the CWM professional certification, it will help them to make it easier to get the job especially in financial industry such banking," explained by the Dean during signing ceremony at Jakarta Campus (21/08/2019).

Later, this Wealth Management course is design to start in 2020 and will be given to both undergraduate and graduate students. Not only the students will be taught by the academic lecturers but also by the experts from the association.



## September

### SBM ITB CSR for the Business Environment: 60 SBM ITB Students help Coaching Clinic for 243 West Java SMEs

Financial management, marketing and human resources become problems faced oftentimes by small and medium businesses (SMEs) in Indonesia, including in West Java.

For this reason, Thegreaterhub School of Business Management Institut Teknologi Bandung (SBM) ITB once again held a mentoring program for 243 SMEs in West Java from 16 September to 6 December 2019.

"So far, there have been many training for SMEs, but many SMEs did not survive due to various problems," said Director of Thegreaterhub SBM ITB Dr. Dina Dellyana in the launching of the Clinical Coaching Clinic in West Java SME's batch 2, 2019 at the Auditorium of the SBM ITB Labtek XIX, Wednesday (11/09/2019)

Dina explained, as long as the SMEs running their business, problems would continue to arise. So to help solve the problem, through the Clinical Coaching Clinic in West Java SME's batch 2, 2019, 60 SBM ITB students will provide assistance and become a free consultant to 243 SMEs who have registered previously.

"We make a sustainable program, because the coaches are Master of Business Administration (MBA) program students, those who become coaches have built their own businesses and will help SMEs," he explained.

Dina added, the MBA students have various skills such as marketing, finance, operations management, and human resource management, so that the coaches had the ability to analyze the problems faced by SMEs.



Furthermore in the field of marketing management, the coach will guide consultations related to product development and packaging to digital marketing, Dina added. SMEs will also get basic knowledge of operational management related to production management, supply chain management, or quality control.

For financial management issues will be helped to handle cash flow, profit or loss, or financial analysis. The human resource management will dwell on payroll consultations, measurement of performance achievement indicators, to the allocation of human resources.

"We want to enhance the branding and digital marketing capabilities of SMEs to be applied in business, understand the process of innovation and sustainable product development, and understand the concepts and planning of e-commerce business," she said

The Coaching Clinic program was developed by the SBM ITB, especially MBA program together with

Thegreaterhub, SBM ITB's business incubator. This program is partnering with West Java Kadin, Hipmi Kimdo, Hipmi Bandung, West Java Nahdlatul Ulama Halal Center, and Cimahi City Government. The 234 SMEs consists of various types of businesses such as culinary, fashion, services, and others.

"In the implementation, the coaches will provide themselves for the consultation session which is held every Monday-Friday at 15.00-17.00 WIB, at Thegraterhub SBM ITB" she explained.

The coachees can come and discuss various problems faced with the coach there. For those who are outside the city can take advantage of communication via Skype or video calls, and the participants are free of charge.

"SBM ITB's second program is a form of CSR to the West Java business environment," Dina explained.

After 3 years of operation, Thegreaterhub made many programs specifically for ITB students, and assisted a number of start-ups and businesses to develop. But seeing the development and interest of business people outside ITB, Thegreaterhub see that it is necessary to provide better services and enhance collaboration between creative and business people in West Java.

"We are trying to bring SMEs together with MBA ITB students as coaches so that they are expected to be able to increase the potential of UKM in West Java," she concluded.

## November

### Eduniversal awarded 3 Palmes of Excellence on SBM ITB



Eduniversal, the international rankings agency awarded the 3 Palmes of Excellence level to School of Business & Management ITB. The Dean's representatives received the certificate during the 12th Eduniversal World Convention held in Bangkok with Sasin School of Management, Chulalongkorn University as the co-host (28/10/2019)

Opened by Dr Suvit Maesincee, Minister of Higher Education, Science, Research and Innovation of Thailand, the convention discussed 'Towards Transformation & Creativity in a Hyper-connected World'.

Attended by hundreds, the convention was the media for business schools and universities to explore various options for cooperation in academic mobility and in particular, organizing student exchanges and dual degree programs.

Has five Palmes of Excellence, Eduniversal applies the following criteria in evaluating business schools: national and international accreditations, school rankings, membership of national and international academic associations.

With its headquarters in Paris, the ranking agency focus in higher education. After establishing a global map of the Best 1000 Business School in 154 countries, Eduniversal launched the first Worldwide Ranking of Masters and MBAs. These rankings are designed to provide information to prospective graduate students in determining their future studies destination in the following zones: Africa, Central Asia, Eastern Europe, Eurasia & Middle East, Far East Asia, Latin America, North America, Oceania, and Western Europe..

## October

### Susi Pudjiastuti: "Be stubborn and get things done!"

Jakarta campus held an annual event Leadership Night 2019. Inviting Minister of Marine Affairs and Fisheries, Susi Pudjiastuti, as the main speaker, she shared her experience in executing the policy in marine sector in the past five years. Known with her slogan 'Tenggelamkan', the Minister who has 2.7 million followers on Instagram, was a rare example of public leader who could translate her vision into real implementation.

Reflecting on the theme of leadership night in executing the policy, the founder of Susi Air said, 'I don't have a specific strategy. Be stubborn, just do it and get things done.'

Not only did the event have an eloquent speech from Susi Pudjiastuti, it was also followed by the TK Low Scholarship Award to 15 outstanding students of Master and Doctoral programs. The scholarship was provided with the generosity of Dato' Dr Low Tuck Kwong who had given his continuous support to SBM ITB in the past years. The event also featured the awarding ceremony for the most outstanding lecturers, students, employee, and alumni.

Moving to alumni of the year, Budi Wetman Silaban came to the stage to receive the award. Having an outstanding career journey after graduated, Budi now led the operational of Hilti business in the country as the General Manager. "It was during the MBA journey where I learned not only the knowledge, but also the can-do attitude," told Budi.

Presenting the awards, there were prominent business leaders such as A. Fawzy Siddik of Ericsson, Shanti L. Poesposoetjpto of Samudera Indonesia, and Kemal Stamboel of BTPN Syariah.



## December

### Business Lab, The Cooperation between JNE and SBM ITB Creating a Promising Future Entrepreneurs



Financial management, marketing and human resources become problems faced oftentimes by small and medium businesses (SMEs) in Indonesia, including in West Java.

For this reason, Thegreaterhub School of Business Management Institut Teknologi Bandung (SBM) ITB once again held a mentoring program for 243 SMEs in West Java from 16 September to 6 December 2019.

"So far, there have been many training for SMEs, but many SMEs did not survive due to various problems," said Director of Thegreaterhub SBM ITB Dr. Dina Dellyana in the launching of the Clinical Coaching Clinic in West Java SME's batch 2, 2019 at the Auditorium of the SBM ITB Labtek XIX, Wednesday (11/09/2019) Dina explained, as long as the SMEs running their business, problems would continue to arise. So to help solve the problem, through the Clinical Coaching Clinic in West Java SME's batch 2, 2019, 60 SBM ITB students will provide assistance and become a free consultant to 243 SMEs who have registered previously.

"We make a sustainable program, because the coaches are Master of Business Administration (MBA) program students, those who become coaches have built their own businesses and will help SMEs," he explained.

Dina added, the MBA students have various skills such as marketing, finance, operations management, and human resource management, so that the coaches

had the ability to analyze the problems faced by SMEs.

Furthermore in the field of marketing management, the coach will guide consultations related to product development and packaging to digital marketing, Dina added. SMEs will also get basic knowledge of operational management related to production management, supply chain management, or quality control.

For financial management issues will be helped to handle cash flow, profit or loss, or financial analysis. The human resource management will dwell on payroll consultations, measurement of performance achievement indicators, to the allocation of human resources.

"We want to enhance the branding and digital marketing capabilities of SMEs to be applied in business, understand the process of innovation and sustainable product development, and understand the concepts and planning of e-commerce business," she said

The Coaching Clinic program was developed by the SBM ITB, especially MBA program together with Thegreaterhub, SBM ITB's business incubator. This program is partnering with West Java Kadin, Hipmi Kimdo, Hipmi Bandung, West Java Nahdlatul Ulama Halal Center, and Cimahi City Government. The 234 SMEs consists of various types of businesses such as culinary, fashion, services, and others.

"In the implementation, the coaches will provide themselves for the consultation session which is held every Monday-Friday at 15.00-17.00 WIB, at Thegraterhub SBM ITB" she explained.

The coachees can come and discuss various problems faced with the coach there. For those who are outside the city can take advantage of communication via Skype or video calls, and the participants are free of charge.

"SBM ITB's second program is a form of CSR to the West Java business environment," Dina explained.

After 3 years of operation, Thegreaterhub made many programs specifically for ITB students, and assisted a number of start-ups and businesses to develop. But seeing the development and interest of business people outside ITB, Thegreaterhub see that it is necessary to provide better services and enhance collaboration between creative and business people in West Java.

"We are trying to bring SMEs together with MBA ITB students as coaches so that they are expected to be able to increase the potential of UKM in West Java," she concluded.