

NEWSLETTER 2023 SCHOOL OF BUSINESS AND MANAGEMENT



Educating Future Businesses with AACSB Standards

Educating humans to have an impact is the challenge of the current generation for generations to come. In addition, collaboration is also needed; each educational institution unit must share experiences and development plans so that they can have an impact on society. Such attitude was conical in the Sharing Session entitled "Developing Quality Assurance For The Future: The Past, Current and Future of AACSB Journey" at SBM ITB. The discussion was attended by representatives of business schools in Indonesia who have gained the AACSB standard.



Educating humans to have an impact is a challenge for the current generation for generations to come. Thus, standardization of business school education in Indonesia is needed, such as AACSB (the world business school accreditation body), to achieve this common goal.

In addition, collaboration is also needed; each educational institution unit must share experiences and development plans so that they can have an impact on society. Such attitude was conical in the Sharing Session entitled “Developing Quality Assurance For The Future: The Past, Current and Future of AACSB Journey” at the Labtek XIX SBM-ITB, on 9-10 August 2023. The discussion was attended by representatives of business schools in Indonesia who have gained the AACSB standard.

They are the Dean of the Faculty of Economics and Business, University of Indonesia, Teguh Dartanto, Ph.D; Former Dean of SBM ITB Prof. Dr. Ir. Utomo Sarjono Putro, M.eng; BINUS Business School Dean Dezie Leonarda Warganegara, Ph.D; Deputy Dean for Research, Community Service, Cooperation, and UGM Alumni, Gumilang Aryo Sahadewo, S.E., M.A., Ph.D; and moderated by Prof. Reza Ashari Nasution, Ph.D. from SBM ITB.

There are always challenges in every generation. Prof. Emil Salim and Sri Mulyani are clear evidence how an economist make a real contribution to addressing the country’s challenges today. Hence, educational institutions need to carry out substantive transformations to support significant interests in the future. “Transformation is a journey, and AACSB (the world business school accreditation body) is a form of substance or meaning transformation that we need to do. We need qualified leaders, involvement with stakeholders, and sufficient resources to meet our target interests,” said Teguh Dartanto, PhD.

Meanwhile, Dezie Leonarda Warganegara, PhD takes the perspective of being a parent. Parents always want their children to be quality human beings, live decent lives, and succeed in their respective paths. According to him, with Indonesian business schools taking AACSB accreditation, educational institutions can educate more optimally and keep abreast of world developments.

SBM ITB itself is the result of awareness concerning the importance of the business sector in ITB, established since 1970. Science and technology as an ecosystem require an entrepreneurial mindset that can bridge it with the community’s interests, needs, and problems. The involvement of various parties determines the real impact on society. Armed with these thoughts, SBM ITB stands and is unique amid existing science and technology educational institutions at ITB and has a mission to educate Technopreneurship.

“We like challenges; from a new start, we have motivation, vision, and determination to become our reference. And we chose this AACSB accreditation on the basis that with this high standard, educational institutions can produce people with the expertise to answer future challenges, closely related to business and technology, namely educating technopreneurship,” said Prof. Utomo.

Gumilang Aryo Sahadewo said that universities, as educational institutions, play a vital role in creating future leaders. Not just teaching but educating and nurturing so that a mutually supportive business economic climate will impact society, following sustainability values.

“The AACSB accreditation standard is more to show the quality of a supportive learning system. With this accreditation, educational institutions try to guarantee and ensure the maximum quality of learning and impact on society,” said Gumilang Aryo.

Written by Student Reporter (Erwin Josua, EMBA 2021)





MESSAGE FROM

THE DEAN



**Prof. Dr. Ir. Ignatius Pulung
Nurprasetio, M.SME.**

Dean of SBMITB

Greetings,

On this momentous occasion, as we celebrate the 20th anniversary of SBM ITB, my heart brims with immense pride and gratitude. Two decades ago, we embarked on a mission to shape the future of business education in Indonesia, nurturing leaders who would drive economic growth and contribute to society's betterment. Today, as we stand at this milestone, looking back at the journey and ahead towards the horizon, I am filled with profound conviction that we have not only stayed true to that mission but surpassed our expectations.

Our success, dear colleagues and partners, is not a solitary achievement. It is a tapestry woven from countless threads – the tireless dedication of our faculty, who have ignited countless young minds with the spark of knowledge and innovation; the unwavering support of our staff, who have ensured the smooth functioning of our institution and provided invaluable assistance to every student; and the steadfast collaboration of our partners, who have shared their expertise, resources, and opportunities, forging a bridge between academia and the real world.



To our esteemed partners, from businesses to banks and industry leaders, your contributions have been invaluable. You have opened doors for our students, provided them with practical learning experiences, and offered them invaluable guidance on their career paths. Your faith in our vision and your willingness to invest in the future of business education have played a pivotal role in shaping the success stories of countless SBM ITB alumni.

As we celebrate two decades of excellence, let us not forget the challenges we have overcome, the moments of uncertainty, and the lessons learned along the way. These experiences have only strengthened our resolve, sharpened our focus, and propelled us forward with even greater determination.

Looking forward, the landscape of business is transforming at an unprecedented pace. New technologies are disrupting industries, consumer demands are evolving, and the call for responsible and sustainable business practices is echoing louder than ever. As SBM ITB, we are committed to embracing this dynamic environment, constantly innovating our curriculum, fostering a culture of entrepreneurship and social responsibility, and preparing our students to become the changemakers of tomorrow.

In the years to come, we envision SBM ITB as a leading business school in Indonesia and a beacon of knowledge and innovation in the region and beyond. We aim to nurture leaders who are not only equipped with the latest business acumen but also driven by a strong sense of ethical responsibility and a commitment to building a more sustainable and equitable future.

This journey, however, cannot be undertaken alone. We continue to seek your unwavering support, invaluable insights, and active collaboration as we embark on this next chapter. Together, let us shape the future of business education, empower our students to become architects of positive change, and leave a lasting legacy for generations to come.

Thank you. May SBM ITB continue to flourish for many decades to come!

For the greater good ...



12 faculties and schools of ITB committed to strengthening collaboration to support global sustainability

January



Twelve faculties and schools at the ITB are committed to strengthening collaboration to support global sustainability goals. The collaboration established, in the form of joint research and lecture programs, will be expanded in other fields to have an even greater impact on the wider community.

The twelve faculties and schools at ITB emphasized their commitment in a collaborative talk show entitled "Education Ecosystem for a Sustainable World," which took place at the Nemangkawi Auditorium, SBM ITB, Bandung, Friday (6/1).

The talk show is a series of events celebrating the 19th anniversary of SBM ITB.

Vice Rector for Academic and Student Affairs ITB, who is also the Acting Dean of SBM ITB, Prof. Dr. Ir. Jaka Sembiring, M.Eng, said all faculties at ITB have anticipated developments in global sustainability in education and community service. SBM, one of them, has collaborated with many domestic and foreign partners to explore environmental, sustainable, and governance (ESG)-based business principles and practices.

"Collaboration is important at the beginning of the implementation of the ESG and SDGs (Sustainable development goals)," Jaka said while giving a talk show speech. "This is the entrance for us to collaborate in various fields."

Dean of the School of Life Sciences and Technology Prof. Endah Sulistyawati, S.Si., Ph.D. said the climate of collaboration between faculties and schools at ITB had existed for a long time. Even in the last two days, according to Endah, she and several deans were busy discussing research proposals involving students from various faculties. "But it's not ideal and still needs to be developed," said Endah.

The Dean of SBM ITB for the 2011-2020 period, Prof. Sudarso Kaderi Wiryono, Dr., DEA, agreed that there had been a lot of collaboration in research between faculties at ITB. What might need to be strengthened is, said Sudarso, collaboration in community service, and it must have an impact. Sudarso proposed several faculties to create a joint startup. "SBM will later be able to support its business division. We can help with legal and commercial aspects or find partners to become one bigger industry and belong to ITB," said Sudarso.

Dean of the Pharmacy School, Prof. apt. I Ketut Adnyana, Ph.D., gave an example; the Pharmacy School and SBM have just completed a joint feasibility study on pre-clinical laboratories for the state-owned pharmaceutical company, Biofarma. The School of Pharmacy, said Ketut, has also produced a product in the form of the concept of local raw material resilience for the national pharmaceutical industry with the ITB Business Management Agency and Sustainable Fund. "Now, we need SBM to conduct market research to find out whether this is acceptable," said Ketut.

"We hope we will have resilience and self-reliance through raw material import substitution in the health sector. Currently, almost 100% of our pharmaceutical raw materials are imported."



The talk show presented twelve faculty and school deans at ITB. Apart from the three deans above, the Vice Dean for the Academic Faculty of Earth Sciences and Technology, Agus M. Ramdan, Ph.D., who represented the Dean of FITB; Dean of the Faculty of Mathematics and Natural Sciences Prof. Wahyu Srigutomo, S.Si., M.Si., Ph.D.; Dean of the Faculty of Art and Design; Dean of the Faculty of Industrial Engineering Prof. Brian Yuliarto, Ph.D; Dean of Mechanical and Aerospace Engineering, Prof. Dr. Ir. Tatacipta Dirgantara, M.T.; Dean of Civil and Environmental Engineering, Edwan Kardena, Ph.D.; Dean of the School of Electrical Engineering and Informatics Engineering, Dr. Tutun Juhana, S.T., M.T.; Dean of the School of Architecture, Planning and Policy Development Dr. Sri Maryati, S.T., MIP.; and Dean of the Faculty of Mining and Petroleum Engineering Prof. Ir. Ridho Kresna Wattimena, M.T., Ph.D., IPU. D.

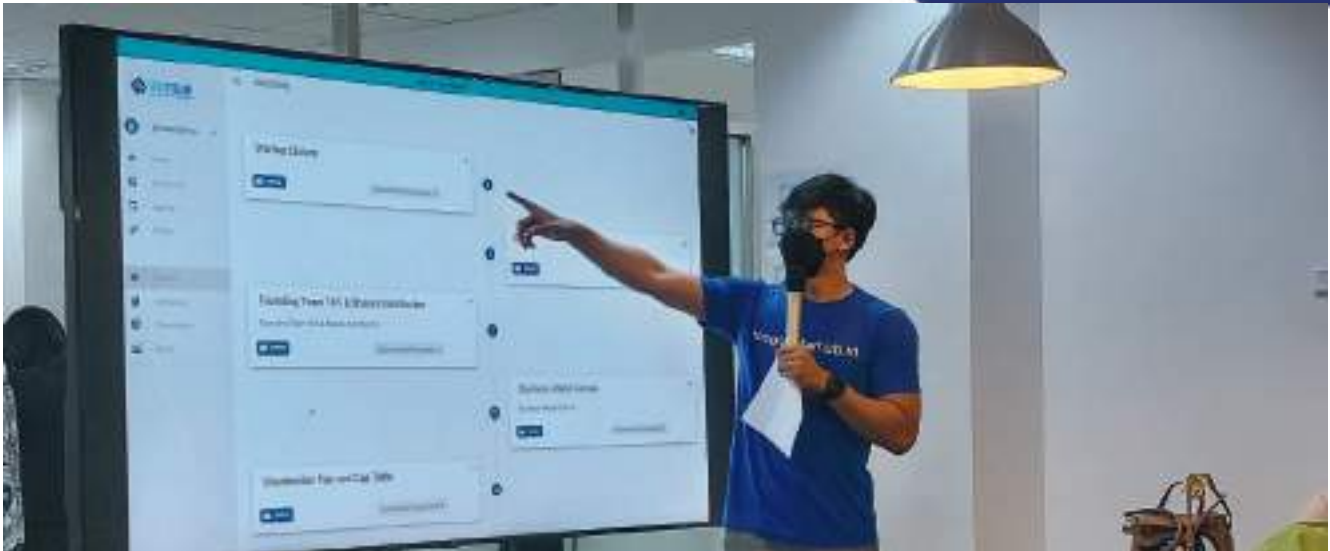
The twelve faculties promised to expand their collaboration. They agreed to have a greater impact on society within the scope of global sustainability for mutual progress.





21 startups enter SBM ITB business incubation

February



Twenty-one startups were selected to become members of The Greater Hub (TGH) batch XIV, business incubation program of SBM ITB in Bandung on Friday (3/2). The announcement occurred during the Opening Ceremony of The Greater Hub XIV at the Technical Laboratory XIX SBM ITB Building.

The Greater Hub is a business incubation program held twice a year. In this class, 48 startups registered, and only 21 were successful and qualified to become The Greater Hub XIV. The selected startups come from various industries, ranging from creative, beauty, edu-tech, and fisheries to health industries. Each of these startups will be paired with experienced mentors to ensure that the right person mentors each startup.

Startups that are included in The Greater Hub will get many facilities. From mentoring, access to the startup ecosystem, coworking space at the Ganesha Campus SBM ITB and MBA ITB Bandung, to access to funding.

The Greater Hub designs mentoring sessions as an opportunity to increase knowledge beyond just taking a class. The Greater Hub developed a platform called Innov.

Through the Innov platform, founders can access all the materials a startup needs to develop; more than 120 e-books can be accessed freely by The Greater Hub XIV. Support for these statuses is a form of effort in achieving the mission of The Greater Hub.

“If you want to participate in a competition, request a mentor from company X, or whatever, tell us (The Greater Hub), and we will always try to provide for your needs,” explained the Director of The Greater Hub, [Dina Dellyana](#).





SBM ITB and Singapore Management University collaborate on the talent program for start-up companies

March



SBM ITB and Singapore Management University (SMU) are developing a collaborative program in the field of Human Resources. This collaborative program aims to prepare students to face various challenges in the context of human resource management. The collaboration addresses issues such as millennial talent management and engagement, employer branding, and recruitment for start-ups.

According to Andika Putra Pratama, Head of International Relations (Bureau of Partnerships) ITB, in this collaboration, students work directly on projects of companies that are selected as clients. "Students will provide solutions related to human resource problems that are being faced by the start-up," Andika said on Friday (3/3).

There were 48 participants who participated in this program. They consisted of 24 undergraduate students, MBA SBM ITB, Masters in Industrial Engineering, SBM Undergraduate Alumni and (2) two double degree students from Germany. As well as 24 high school students. This program has been going on since February 27 2023 and will end on March 5 2023. Later these high school students will also study at SBM ITB in Bandung on May 7-17 2023.

"Collaboration is also expected to sharpen students' abilities to identify theories and concepts related to talent management that focus on millennial talent management," said Andika

"Also in order to have comprehensive experience in the international environment, develop the ability to present business solutions related to the issues being faced by the company."

Nurlaela Arief, SBM ITB Lecturer from the People & Knowledge Management (PKM) expertise group who took part in this program and taught about employer branding in the collaboration class, added "the students that participated in this programme were very enthusiastic. They are passionate about learning in an intercultural context, suited to the challenges of managing human resources in industry and company that are constantly evolving, organization has challenges to recruit the best talent, employer branding, and of course increase job satisfaction."



“for sure, the next generation, especially generation Z, needs to be prepared to face the challenges that will be faced,” said Nurlaela. “On the other hand, we also need to map out what values are the priorities of Gen Z to attract them to join start-ups in the specifically.”

Meanwhile according to Dr. Paul Lim, lecturer in organizational behavior & Human Resources skills group at the Lee Kong Chian School of Business Singapore Management University (SMU), “The future of learning is experiential. SMU-X special pedagogy leads the way in academia to help students prepare for the world of work in a relevant and applied manner by working on real life projects for client sponsors. We are very proud and honoured to partner with ITB on this combined programme. This reflects the mindset that SBM ITB possesses in preparing their students to be relevant and effective contributors to the Indonesia society”.

“We are very proud and honored to collaborate with ITB in this program. This reflects the mindset that SBM ITB has in preparing its students to become relevant and effective contributors to Indonesian society,” said Paul Lim.

Nurlaela Arief, added “This collaborative project is also expected to include organizations that will later become clients to be able to provide guidance and direction to students. Thus, students not only apply the theory they have learned, but can also gain experience on how to deal with these problems in the professional world.”

ITB students directly experience the various facilities and classes at SMU. They were placed in several classes, including the Lee Kong Chian School of Business, School of Law, Connexion High School.

In the class series, there were presentations from 2 companies, CDP is a not-for-profit charity that runs a global disclosure system for investors, companies, cities, states and territories to manage their environmental impact. Also, Kaze is a startup from Bandung engaged in big data & artificial intelligence powered decision intelligence to support company business decision-making. In another program, students will also conduct a company visit to Grab’s head office in Singapore.





With many awards and GPAs of 4.0, the graduates of SBM ITB celebrated their graduation

April

SBM ITB Graduation Celebration April 2023 was held luxuriously at the Intercontinental Hotel Dago on Saturday (8/4/2023), bestowing 14 awards for outstanding graduates. In addition, some of the graduates even achieved the perfect GPA of 4.0, so it perfectly made up the glorious environment of the event. Below are the lists of awards, awardee, and their GPAs:

1. Inspiring Leader Award, Business Leadership Executive MBA Jakarta Campus: Fiona Diserty Sebayang, GPA: 3.93.
2. Best Young Entrepreneur Award, Entrepreneurship MBA Jakarta Campus: Tri Hendra Widadi, GPA: 3.89.
3. Best Young Professional Award, General Management MBA Jakarta Campus: Reza Rhamadany, GPA: 3.91.
4. Inspiring Leader Award in Energy Management, Energy Management Executive MBA Jakarta Campus: Kurniadi Budiono, GPA: 3.81.
5. Best Young Scientist Award, Master of Science in Management: Irka Wijaya, GPA: 3.92
6. Outstanding Achievement Award, Master of Science in Management: Tarada Berlian Megananda, GPA: 3.92.
7. Scholastic Achievement Award, Doctor of Management of Science: Ambara Purusottama, GPA: 3.98.
8. Executive Excellence Award, Business Leader Executive MBA (BLEMBA) Bandung Campus: Muhamad Fajrin Rasyid, GPA: 4.0.
9. Executive Excellence Award, Executive MBA Bandung Campus: Rama Alpha Yuri Margareta, GPA: 4.0.
10. Corporate Leader Award (PT Berau Coal Batch 2), the Program of Inhouse PT Berau Coal batch 2: Ardyan Febrianto, GPA: 4.0.
11. Corporate Leader Award (Pertamina Balikpapan-Hulu Mahakam), the Program of In House Class Pertamina Balikpapan-Hulu Mahakam : Muhammad Sobirin, GPA: 4.0.
12. Corporate Leader Award (IA ITB Kaltim), the Program of Inhouse class (Corporate Partnership): Annisaa Dwi Utami, GPA: 4.0.
13. Best Young Professional Award, Young Professional MBA Bandung Campus: Fajrian, GPA: 3.97.
14. Best Young Entrepreneur Award, Entrepreneurship MBA Bandung Campus: Stella Ajeng Widiarni, GPA: 3.96.





Muhamad Fajrin Rasyid, one of the outstanding graduates with the perfect GPA and currently the Director of Digital Business at Telkom Indonesia, showed his happiness and the highest thanks to all the parties who have always supported him finishing his study in the MBA ITB program. He revealed that one of his reasons for taking the program was his desire to study business theoretically so that it can enhance his knowledge as a business practitioner. Fajrin also said that campus is the right environment to shape a learner.

“There is a quote, living with the giants, meaning that if we live with the giants, we will eventually turn into a giant,” said Fajrin.

Tarada Berlian Megananda, another graduate receiving an award that night, also felt the surge of happiness. She obtained the award due to her achievement presenting the best papers at the International Graduate Colloquium (IGC) last year, 2022. Her paper was then published in an international journal indexed by Scopus, one of the most well-known databases for literature.

“Everything was so amazing; the event was so spectacular. I’ve never expected such an award for me. The event was conducted very well, so many awards, also I gained a lot of insight here,” Said Tara.

Delightful and grateful feelings were perceived by families, including parents that accompanied his son and daughter in this event. It is expressed by Kurnia Ahmadin, the father of Rozan Hanifan, one of the graduates of the MSM ITB. For Kurnia, as a parent, the most important thing is the way to keep supporting his son, starting from the early days of elementary schools to the time he has completed his study in this master’s program. He also hopes that all students can continue their journey with such a great motivation in doing their education.

“We, parents, can only motivate and send our prayers. Your future is always in your own hands,” Said Ahmadin.





Excursion to Kulon Progo, SBM ITB 2025 students from farming to animal husbandry

May



SBM ITB successfully held an excursion for Class 2025 students to Kulon Progo, Central Java, on May 1-5, 2023. For five days, students mingled with residents in 22 villages.

Students are divided into several groups of 17 to 18 people. Each group lives in one village. The students embarked on their journey from Bandung by train and arrived at Wates Station. From there, they proceeded to their respective villages using Elf vehicles. On the first day, the students primarily focused on exploring the geographical aspects of the village and familiarizing themselves with the local residents.

During conversations with various individuals in the village, the students gathered general information about the primary activities and issues within the community. In the evening, they conducted a collaborative evaluation session to identify the existing problems or concerns within the village and created a demographic map to outline the boundaries of the village.

On the second and third days, students focused on making intense approaches with several residents. The approach was carried out by helping with the current work of the residents.

For example, many students helped harvest chilies and vegetables in Garongan Village. They also cut root vegetables and sell them to middlemen. Some clean the goat pens and feed the goats.

In between helping with work, students could chat with the person and dig up information regarding problems or issues in the village. All information collected were put together in a cultural framework containing six elements: language, culture, knowledge systems, social organizations, belief systems, technology, and livelihoods.

During excursion activities, students had the task of carrying out activities impacting the community in the village. These activities included visiting schools and teaching Pancasila, English, and others. Activities must reflect the practice of Pancasila precepts.

Some students made games for children, such as sarong racing, snake-slinging, said Simon, football, and others. Hopefully, this game taught children to work together and unite, one reflection of the Pancasila precepts. On the fourth and fifth days, students also focused on taking videos for ethnographic film assignments and daily vlogs.

The accompanying lecturer for this excursion, Bambang Rudito, stated that SBM chose Kulon Progo because of the diversity of activities in the coastal area. The diversity of activities includes the activities of fishermen, farmers, and others. "Kulon Progo is diverse and it is hoped that students can get real experience of the cultures, not just theory," said Pak Bambang.

In the future, the campus plans to change the location of the excursion. The original plan of visiting a coastal area has been revised to exploring a mountainous region instead.



Promoting Indonesia's entrepreneurial revolution: Government and university collaboration in cultivating an innovative startup ecosystem – a public lecture by Minister of Cooperatives Teten Masduki

June



To achieve developed status, a nation should ideally have a minimum of 4% of its population involved in entrepreneurship. Regrettably, Indonesia's current rate stands at 3.47%, which is comparatively low compared to neighboring countries such as Singapore (8.6%), Malaysia, and Thailand (above 4.5%). This poses a substantial obstacle for educational institutions in Indonesia, especially universities, as they strive to generate the graduates who adept at working in government or private sectors while possessing the necessary skills and mindset to pursue entrepreneurial endeavors.

On Monday, June 12, 2023, a special public lecture organized for entrepreneurship students was held the 6th-floor auditorium of the Freeport SBM ITB building. The event was made exceptional by the presence of Teten Masduki, the Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, as a special guest lecturer.

The lecture began with a warm welcome from Prof. Dr. Ir. Jaka Sembiring M. Eng, Vice-Rector for Academic and Student Affairs at ITB, who explained the importance of this class as a platform for learning and discussing strategies to enhance and develop entrepreneurship within the academic framework.

Moderated by Prof. Wawan Dhewanto, Ph.D., the Secretary of the Academic Senate at ITB, the event was highly interactive and enthusiastic.

Introduced as someone who never applied for a job but successfully created job opportunities, Teten delivered a lecture titled "Government Policies for Millennial Entrepreneurship Development." Starting the lecture, Teten shared his experience from conducting a survey several years ago, which revealed that 72% of Indonesian youth aspire to become entrepreneurs. He emphasized that the desire has long existed, but concrete actions to realize these aspirations must now be taken. He highlighted universities' crucial role in meeting Indonesia's need to create 4 million entrepreneurs, ultimately driving the country towards advancement.

A staggering 99.9% of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia are driven primarily by circumstance or a lack of alternative options. Regrettably, most of these businesses remain entrenched in selling mainstream products sourced from other countries.



This situation underscores the imperative for a shift in behavior, where Indonesia transforms into a producer within its borders. The time has come for Indonesia to transition from capitalization to industrialization, capitalizing on its abundant and diverse domestic resources while harnessing optimized technology.

Additionally, given that 70% of Indonesia's total population of 270 million falls within the productive age range, the current moment presents a timely opportunity to sustain and expand these endeavors on a larger and more enduring scale.

During his address, Teten Masduki emphasized the pivotal role the government has played, continues to play and will persist in playing to foster the growth of Indonesia's MSME entrepreneurial ecosystem.

Notable initiatives encompass facilitating market access, financing, and incubators and streamlining legal procedures and regulations, with plans for further enhancements.

These endeavors aim to establish a symbiotic relationship between businesses and regulators,

Collaborating to realize Indonesia's aspiration of surpassing the 4% threshold of population engagement in entrepreneurship.

Such commitments underscore the government's dedication to advancing the MSME sector and cultivating a conducive environment for entrepreneurs in Indonesia.

The time has come for Indonesia to rouse itself from its prolonged dormancy, embracing a "think globally, act locally" strategy to propel the Indonesian MSME sector towards greater prosperity, sophistication, and impact, thereby breaking free from the middle-income trap.

During the public lecture, several business students with revenues exceeding 10 million presented and showcased their products and services to the Minister. These students include Ghifalda Annisa Desomsoni - Nala Beauty Bar (semi-permanent makeup service), Aisyah Adlina Ghassani - Eatzy Indonesia (social entrepreneurship culinary business), Nathalie Maura Soetopo - Mealth (wellness service), Pujangga Reogavi - I-NewBee, and Yohanna Jesslyn - 4Pact (specializing in edible straws).

Written by Student Reporter (Firstya Maulida, Entrepreneurship 2023)





A Professor from the University of Waterloo discusses cyber security in a guest lecture session

July



MBA ITB program invited a professor from the University of Waterloo, Nadarajah Asokan. Prof. Asokan to be a guest lecture on Business Ethics, Law and Sustainability course, entitled “Cyber Security, Personal Data and Artificial Intelligence,” on Tuesday (5/7) at Bandung Campus. The guest lecture was also attended by the lecturer of the Business Ethics course, Andika Putra Pratama, Ph.D., and two students from the School of Electrical and Informatics Engineering ITB under Prof. Asokan’s supervision.

Prof. Asokan is the Security Systems Group (SSG) Chair at the University of Waterloo, Canada. The department focuses on understanding how to simultaneously design and build secure, easy-to-use, and inexpensive systems. Prof. Asokan has also been a researcher at well-known companies, such as IBM and Nokia.

The lecture started with the big picture of artificial intelligence and machine learning. Prof. Asokan explained the description of artificial intelligence on the Twitter platform. In 2016, Microsoft created a chatbot that was released on Twitter, named Tay.

Tay quickly became negatively popular on Twitter for his misogynistic and racist responses. In addition, on the same platform, Twitter is suspected of being racist in applying filters for uploading photos. Twitter photo preview appears to favor white faces over black faces.

Systematically, machine learning gets a set of data. The data is then trained and inputted by algorithms and statistical models to obtain the best model for machine learning according to the intended use.

Prof. Asokan explained that there are many ways for criminals to intervene through the system. It can be from the data owner, model owner, or service provider. Everything in the flow is vulnerable to criminal intervention, such as data abuse.

Cybersecurity continues to require extensive development and exploration. Prof. Asokan emphasizes the necessity of government involvement in establishing robust laws and regulations within each country to build a reliable cyber system.



International Virtual Course (IVC) 2023 participants plunge into the Citarum River

August



Participants of the 2023 SBM ITB International Virtual Course (IVC) visited Cihampelas Village in West Bandung on August 11, 2023, in the framework of a cross-cultural community visit and community empowerment. This visit not only introduced participants to the environmental problems the residents face – whom the Bening Saguling Foundation assists – but also emphasized the importance of community empowerment and sustainable practices in dealing with these challenges.

IVC is an activity organized by SBM ITB to provide a comprehensive understanding of the contemporary business landscape in Asia, focusing on Indonesia, to students from 10 countries. Amid the ongoing post-pandemic impact of COVID-19, this summer course activity has become an interesting platform for international students to gain insight into Indonesia's business and management environment and participate in global discussions on sustainability issues.

Upon arriving at the location, participants from various countries, such as Morocco, Yemen, Cambodia, Mexico, Kyrgyzstan, Rwanda, Indonesia, and others, were warmly welcomed by the Bening Saguling Foundation. This foundation has been established since 2014 and is engaged in environmental issues, education, economic empowerment, and social welfare for the people around the Citarum River.

During the visit, participants were involved in river clean up and harvesting water hyacinths from the river to be processed into handicrafts later. This activity reflects a shared commitment to cleaning the river and using it to be processed into handicrafts. IVC participants also participated in preparations for the Citarum Festival—an annual event held by the Bening Saguling Foundation to raise awareness for the Citarum River—which will be held the following day.

Indra Darmawan, Founder and Chair of the Bening Saguling Foundation, responded favorably to the collaborative ethos fostered by the International Virtual Course involving foundations and residents. After returning from this activity, Indra aspires for participants to bring invaluable insights to their respective home countries, steadfastly upholding their dedication to environmental preservation.

Chengg, an undergraduate student from CamEd Business School Cambodia said she was happy with the activities at Cihampelas. “This is the best day for me in the entire summer school program,” said Chengg. She was amazed by the local people's friendliness and collaboration.

Another participant, Suhail, a master's student from Putera Malaysia University, stated the importance of creativity and contribution to society after participating in this activity in Cihampelas Village. “There is no reason not to be creative and contribute to society. Do what we can to contribute,” said Suhail.

Prameshwara, the program facilitator and lecturer, explained that the visit encouraged IVC participants to become agents of change and realize their potential to create positive impacts in society. Apart from being included in IVC, this activity is also a form of SBM ITB's commitment to community service and global efforts to collaborate in solving societal problems.



SBM ITB and Deakin University collaborate to launch the International Entrepreneurship Undergraduate Study Program

September



SBM ITB has agreed on a memorandum of understanding with Deakin University to support the International Entrepreneurship Undergraduate Study Program. The memorandum of understanding was signed on September 7, 2023, at the SBM ITB Freeport Building by the Vice Rector of Academic and Student Affairs, Prof. Dr. Ir. Jaka Sembiring, M.Eng.

The memorandum of understanding contains two collaboration agreements between SBM ITB and Deakin University starting in 2024-2027 with an extension option. Officially a partner, Deakin University is open to dual exchange and dual degree programs.

“The choice of university is, of course, based on the university’s reputation and performance. Deakin University has all the suitable criteria to complement the curriculum at SBM ITB. “Other than Deakin University, there will be agreements with 2-3 other universities from Asia or Europe,” said Sonny Rustiadi, M.B.A., Ph.D., the Head of the Undergraduate Entrepreneurship Program. The international entrepreneurship undergraduate study program at SBM ITB started in 2022.

Students can take regular or international programs through this study program. Both programs have the same output, producing students who can commercialize technology-based inventions (technopreneurship).

Additionally, international programs require students to have a global outlook through dual exchange or dual degree programs.

Through double exchange and dual degree programs, students are expected to learn three things: the business landscape of the host country, how to enter international markets in host countries, such as exports and imports, and international insight from the host university.

The requirements for joining the program are that students must be included in the international entrepreneurship undergraduate study program with academic scores converted to peer university standards and sufficient language scores (TOEFL or IELTS).

“Selection will begin in early 2024. At the end of October, there will be outreach with parents and students,” explained Sonny.

Sonny guided students aspiring to participate in exchange or double degree programs, emphasizing the importance of readiness for technical aspects and the need to maintain physical and mental well-being.

He concluded the interview with encouragement: “Even while living abroad, it’s essential to remember Indonesia’s cultural values and norms. Make sure to relish the learning experience and extract the maximum benefit from your time there.



SBM ITB Graduation Celebration attended by 490 graduates; many graduated cum laude and received awards



“Festive” is the most appropriate word to describe the atmosphere on the first day of the SBM ITB Graduation Celebration for October 2023. This event took place at the Intercontinental Hotel, Dago Pakar Bandung (28/10). It was attended by 490 graduates from Bachelor’s and Master’s programs in Business Administration, both in-house and executive programs.

A warm welcome from the Dean of SBM ITB, Prof. Dr Ir. Ignatius Pulung Nurprasetyo, M.SME, who started the event. Pulung highlighted that this period saw the highest number of graduates compared to the previous graduation period. Pulung congratulated the graduates and their families on their achievements and encouraged them to contribute to nation-building.

With the theme “For the Greater Good to the Infinity,” this event features a variety of activities. Starting from the graduation ceremony, where each graduate is called on stage to receive their graduation, awarding awards to the best graduates, and ending with group photos and dinner.

This graduation involved 273 Bachelor of Management graduates. A total of 168 graduated cum laude. Besides, there were also 70 Bachelor of Entrepreneurship graduates, 54 of whom graduated cum laude, and 147 MBA program graduates, both in-house and executive, at the Bandung Campus, with 65 of them graduating cum laude.

Several graduates received the best graduate awards. In the Bachelor of Management study program, there was Academic Excellence of the Year for Adam Aliya Silmi, Motivator of the Year for Fauzan Khalil Ramadhan, Innovator of the Year for Ghanef Rayyan Hanisfy, and Conscience of the Group for Fauzan Khalil Ramadhan.

Meanwhile, in the Bachelor of Entrepreneurship study program, the Young Entrepreneur Award was awarded to Nadia Agustina and the Business Innovator Award to Nadhira Valenia Widyatama Putri.

“This graduation celebration was a very moving and happy experience for me and my family,” said Ghanef, winner of Innovator of the Year.



Mrs. Ghanef, who was present at the graduation celebration, Cut Putri Alyanur, appreciated the celebration event. "I hope all graduates can be successful and contribute to our nation."

As for the Bandung In-house and Executive MBA study program, the Best Executive Award was given to Kintan Permata De Rose, the Best Executive Award to Muhammad Alif Maulana, and the Best In-house Leader Award to Heri Purnomo, Riza Yophi Prayuda, Dhanang Resnamurti, Benaya Sutami Winowoda and I Made Agusya.

This graduation celebration also marks a new beginning for SBM ITB graduates. Satria Dwi Bagaskara (MK'23) hopes to apply the knowledge gained during his studies at SBM ITB to start his own business.

Adam Aliya Silmi, who received the Academic Excellence of the Year award with a GPA of 3.99, expressed his wishes to all the graduates, "May we be successful in our respective paths and work together in the future to produce greater works."

This graduation celebration is exceptional because all the graduates have gone through a unique journey; they have successfully faced the challenges of online lectures due to the pandemic and post-pandemic offline classes during their studies.

Congratulations to all graduates; I hope they can start a new chapter in their lives and always uphold the value of SBM ITB, namely "For the Greater Good," in every journey in the future.



Written by Student Reporter (Ramel Akil Pratama, Management 2024)



Raffi Ahmad on business: Building from the ground up and continuing to collaborate

November



Successful businesses inevitably encounter challenges and require the courage to seize diverse opportunities. RANS Entertainment, owned by celebrity Raffi Ahmad, is a prime example. Raffi recently shared his entrepreneurial journey during a “Fridaypreneurship: Trends & Insights in Managing Investments in the Entertainment Industry” at the XIX Engineering Laboratory of the SBM ITB (24/11). The Vice Dean for Academic Affairs, Dr. Subiakto Sukarno, inaugurated the event.

Raffi commenced the session by recounting his journey in 2000, starting from humble beginnings.

“Many people now view me as highly successful, although my journey began from the bottom with a modest salary,” shared Raffi. “Indeed, it’s crucial to appreciate and enjoy every step of the process.”

Beginning his acting career in junior high school, Raffi gradually saved until he could commit to it fully. By 2016, he felt secure in his acting career but recognized a new potential in digital entertainment.

He ventured into this new direction with his wife, evolving it into RANS Entertainment. This digital business, which commenced in a home garage with four employees, has expanded across various platforms, playing a significant role in Indonesia’s media and entertainment industry.

“It turns out that when people are comfortable, they have only two choices: to fall on their own until it becomes painful and challenging to climb back up unprepared, or to descend gradually in search of something to climb up again,” stated Raffi.

Raffi emphasizes the importance of collaboration as a way to create meaningful value that can be remembered by many. Additionally, life skills and manners are crucial for an individual, as no great entrepreneur exists.

According to Raffi, a successful person is always helped and prayed for by many, highlighting the need for collaboration among fellow human beings. For him, there is no Superman, only a super team.

According to Raffi, it is important for entrepreneurs to have an idealism, but they must remain realistic and be aware of their current conditions. Entrepreneurs have only two choices: to follow opportunities or to create opportunities. If one is not yet able to create opportunities, there is no harm in pursuing existing ones.

“In the past, I made many transitions, from acting in films to soap operas and eventually becoming an MC. “Many friends questioned why I chose to switch careers, even though I was already a film star,” recounted Raffi. “My dream isn’t to be a star but a sky where other stars can shine.”

Raffi adheres to the principle that hard work yields results.

Raffi highlighted the importance of not becoming complacent in comfortable conditions in entertainment and business.

Challenges during his acting career prompted him to explore content creation. However, being a content creator and creating viral content is not enough.



“Therefore, I transitioned to becoming a business creator,” stated Raffi. “I studied all aspects of the business and had to like it. You must start from the bottom, learn the ropes, understand the COGS, and grasp profitability—these are the most crucial elements.”

Raffi acknowledged that successful businesses don’t emerge overnight. Many of his friends, including himself, succeeded in only one or two of dozens of attempted businesses. Moreover, there are instances of businesses succeeding for a year and then abruptly closing. Thus, recognizing moments and opportunities becomes crucial. Regardless of the business, one needs imagination to become a business creator.

Finally, he emphasized that everyone has to start somewhere.

The business’s infrastructure is vital, and while branding can be altered, the business’s foundation remains paramount.

“The life of a business lies within us. “It’s rare for a business to flourish without its leader’s involvement,” concluded Raffi.

SBM ITB students avidly absorbed Raffi’s experiences, posing numerous questions about challenges, business issues, risks, and potential opportunities for new ventures targeting Gen Z customers



Written by Student Reporter (Abdurrafi Prayata Abidin, Management 2024)



Increasing Cirata tourism capacity, SBM ITB and PLN hold MSME Management and Product Development Training

December



38 MSME actors and the community around Cirata participated in Cirata tourism management and development training at the Cisabu PLN Nusantara Power Building, Cirata, Purwakarta, on Tuesday (12/12). The SBM ITB, and CINTA (Cirata Nature Technology and Adventure) PLN Nusantara Power Up Cirata held this training to improve the quality of tourism services and products in the area.

This training presented three presenters from SBM ITB lecturers, namely Dr. N. Nurlaela Arief, MBA, Santi Novani, S.Si, M.T, Ph.D and Atika Irawan, M.Sc from SBM ITB. Nurlaela delivered material about communication in service. She explained that good service must fulfill five RATER elements: responsiveness, assurance, tangible, empathy, and reliability.

“Customers are the biggest asset for a company. Therefore, it is important to provide good service to customers,” said Lala. Meanwhile, Santi Novani delivered material about excellent service to promote the Cirata eco-tourism area. She explained that excellent service is interacting with actors (individuals, businesses, government) to provide mutual benefits.

“If we want customers to remain and come back, we must have a differentiator (unique selling point) and have excellent service,” said Santi.

Meanwhile, Atika Irawan delivered material about financial literacy. The point is that MSMEs can keep financial bookkeeping records

properly and correctly so that there are no losses that don't know where they come from. “Make sure personal and business finances are separate,” said Atika.

At each final training session, participants are allowed to practice presenting their products. The presenters provided input and suggestions to improve the quality of the participants' presentations.

With the new knowledge and skills obtained from this training, MSMEs and the community around Cirata are expected to be able to improve the quality of the services and products they offer so that they can attract more customers and tourists. This can ultimately improve the economy and welfare of the people in the Cirata area.

Akbar A. Utama, the Chair of the 20th Anniversary of SBM ITB, said that this training was part of a series of activities for the 20th anniversary of SBM ITB. He hopes this training can benefit MSMEs and the community around Cirata.

“So that it can improve the economy and welfare of the people in the area,” said Akbar. Diah Karima, Finance & Administration Manager of PLN Nusantara Power UP Cirata, said that PLN fully supports this training activity. PLN is committed to improving the community's economy around Cirata, one of which is through tourism development.

“This training is expected to provide knowledge and skills for MSMEs and the community around Cirata to improve the quality of tourism services and products,” said Diah.

Sirojudin, the Head of Ciroyom Village, West Bandung, welcomed this training activity. According to him, this training must be supported by all levels of society, especially for MSMEs and the community around Cirata. “Change can't come without a process,” said Sirojudin.





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