

NEWSLETTER 2024

SCHOOL OF BUSINESS AND
MANAGEMENT

SBM ITB celebrates 20 Years:
Avirama Nawasena Awards and a
comprehensive commitment to
ESG innovations



SBM ITB has marked its 20th year with a steadfast commitment to sustainable development. As part of its mission to lead change, SBM ITB has introduced several initiatives aligned with the three pillars of higher education. These programs have included training in vegetation management, community development, and tourism management in the Citarata National Asset region, West Java. The initiatives involve collaboration with the local government, cross-disciplinary ITB faculty, industry partners, and the community.

ESG Award





Mella Famiola, Lecturer and Chair of ESG at SBM ITB, stated, "The Avirama Nawasena Awards represent the culmination of ESG activities, particularly in commemorating the 20th anniversary of SBM ITB. These awards acknowledge organizations and individuals who have significantly contributed to the future sustainable economy. Assessment activities to evaluate candidates' overall commitment to sustainability were conducted on Wednesday (10/01) through a Zoom meeting."

The award categories are divided into two main sections. Institutional categories include sustainable product innovation, service innovation, supply chain innovation, organization and human resource support for sustainability, innovation in social change, and innovation in sustainable reporting creation. In the individual category, there are awards for innovation in creating sustainable products and services and the impact of social change.

The jury panel comprises professionals, academics, business leaders, and alumni. SBM-ITB collaborated with the Emil Salim Institute and Detikjabar for a comprehensive assessment, which was divided into morning and afternoon sessions.

Judges and candidates representing various fields, particularly those involved in social or environmental issues, participated in the assessment, contributing to the socio-economic community. Candidates included non-governmental organizations, individual businesses, or government business units such as PT. PLN NUSANTARA Cirata, Pupuk Indonesia, Adaro Indonesia, Astra International, Waste4Change, Wisnu Foundation, Mitra Bali Fair Trade, Javara, Amarta, Efishery, and individuals like Rendy Aditya Wachid from Parongpong Recycle and Waste Lab, Efishery, Gamal Albinsaid, a social health initiator, Tri Mumpuni Wiyatno, and others.

Candidates showcased their initiatives, making a solid impression on the jury. The winners of the Avirama Nawasena Awards will be announced on January 18, 2024, alongside the celebration of SBM ITB's birthday, titled "Indonesian Business Sustainability Towards ESG: Challenges and Implementation," scheduled at the ITB Jakarta Campus.

SBM ITB Dean, Prof. Ignatius Pulung, added, "SBM ITB is committed to leading as a business school that comprehensively integrates ESG principles, focusing on promoting justice, inclusivity, building a sustainable business ecosystem, and preserving the environment for future generations. We are particularly proud, given ITB's top ranking in Indonesia for Sustainability aspects according to QS International Ranking, and at SBM, we aim to contribute and continue providing societal impact."

Written by Student Reporter (Agustin Ananda Kusika, Management 2024)

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MESSAGE FROM

THE DEAN



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

Dean of SBM ITB

A Year of Renewal and Insight

As we embark on the Year of the Snake, I encourage each of us to embrace the qualities associated with this graceful creature. Just as the snake sheds its skin, this year presents an opportunity for renewal and transformation. Let us shed any limiting beliefs or habits that no longer serve us and embrace new perspectives and approaches.

2025 marks a significant year for ITB with the inauguration of Prof. Tata Cipta Dirgantara as the new president, succeeding Prof. Reini Wirahadikusumah. This transition provides an opportunity for reflection and renewal across the Institute. In line with this leadership change, the School of Business and Management (SBM-ITB) will also be undergoing a leadership transition as we prepare to select a new Dean.

The snake is a symbol of wisdom and intuition. Let us cultivate our inner wisdom, trust our intuition, and make decisions that align with our deepest values as we navigate this period of transition. Like the patient snake, let us cultivate patience in our pursuits. Success often requires perseverance and a steady, unwavering focus. Let us not rush, but rather, move with deliberate intention and a long-term perspective as we support the new leadership and contribute to the continued success of SBM-ITB.

Finally, let us remember that change is inevitable. Just as the snake gracefully adapts to its environment, let us embrace change with flexibility and adaptability. I wish you all a year filled with growth, success, and fulfillment.

SBM ITB celebrates 20th Anniversary with a spirit of innovation and continuous contribution involving alumni

January



SBM ITB, held the highlight of its 20th anniversary event against the backdrop of the SBM ITB building. This event was attended by the entire SBM ITB academic community, alumni, and guests.

On this occasion, the Chairman of the SBM ITB 20th Anniversary Committee, Akbar Adhi Utama, Ph.D., stated that the various activities carried out during the 20th Anniversary were a testament to SBM ITB's commitment to continuous innovation and contribution to the nation and state.

"At this 20th-anniversary event, we have conducted various community service activities such as vegetation training with PLN UP CIRATA, the inauguration of the Penta helix collaboration, a leading in-purpose talk show, and the ESG Award. Hopefully, SBM ITB will progress further and achieve many successes in the future," said Akbar.

Prof. Dr. Ir. Ignatius Pulung Nurprasetio, M.SME, the Dean of SBM ITB, also expressed his hope that SBM ITB can continue to make sustainable contributions in the fields of business, technology, and sustainability.

"SBM ITB plays an important role in preparing superior human resources to face future challenges. We will continue to innovate and adapt to meet these needs," said Pulung.

During the same occasion, ITB Vice Rector of Resources, Dr. Ir. Gusti Ayu Putri Saptawati S., M.Comm, also expressed her appreciation for the role of SBM ITB in producing competent graduates ready to face challenges in the world of work.

"We hope that SBM ITB can continue to improve the quality of its education and contribute to creating quality jobs," said Gusti Ayu.

The 20th anniversary of SBM ITB was also celebrated by presenting awards to students and lecturers who had served for 20 years. This award is given as a token of appreciation for their dedication and contribution to advancing SBM ITB.

This celebration also served as an occasion to hand over the AD/ART to the Chair of the 2024-2027 SBM Alumni Association and to inaugurate the IA management for the 2024-2027 period by SBM Dean Prof. Dr. Ir. Ignatius Pulung Nurprasetio, M.SME.



"This anniversary is a momentum to aim higher and further contribute to the nation and state; hopefully, SBM ITB can continue to make sustainable contributions in the fields of business, technology, and sustainability," said Radeya Pranata, the Chair of the Alumni Association for 2019-2023.

"Hopefully, the SBM ITB alumni association can continue to contribute positively to the alma mater," said Novrizal Pratama, Chair of the SBM Alumni Association for the 2024-2027 period.

Additionally, awards were presented to SBM ITB alumni who have consistently made significant contributions for more than 15 years. This award was given to Aisyah Maryam Namirah and Ardhi Pradhana.

Aisyah Maryam Namirah serves as the CFO and CHR of Rumah Dawun Mushroom. Aisyah has contributed to developing a sustainable mushroom and organic foods business. Ardhi Pradhana holds the position of Satu Dental's Group Chief Financial Officer and is also the Group CFO for several large companies in Jakarta.



Written by Student Reporter (Fatmaza Fawwas Alfariz T, Entrepreneurship 2024)

Discovering local culture, SBM ITB international students embark on an adventure to Cibiru Wetan tourism village



SBM ITB organized a cultural excursion to the Cibiru Wetan Tourism Village in Bandung on February 2nd. This initiative aimed to familiarize international exchange students from diverse backgrounds with Indonesian culture. The event was attended by representatives from IRO SBM ITB, international students, SBM ITB lecturers, and local student volunteers.

During their visit to Cibiru Wetan, the international students had the opportunity to experience traditional archery using indigenous arrows. Everyone enthusiastically participated in this activity, including the international students and their local student buddies. As a gesture of appreciation, the residents of Cibiru Wetan Village presented them with traditional side cloths upon their successful attempts.

Additionally, the participants engaged in fishing, where they tried catching fish, followed by a communal cooking session where they prepared and enjoyed lunch together. Traditional Sundanese dishes were served, giving the international students a taste of Indonesian culinary delights.

For many, this experience marked their first time trying chili sauce and catfish. Judge Raige, one of the international students, expressed his delight in discovering the deliciousness of catfish, which he found to be comparable to the salmon he typically enjoys.

The itinerary also included a session on traditional dance led by two instructors from the Cibiru Wetan Village. Participants even participated in a dance challenge without guidance, with three international students and one SBM ITB student emerging as the winners. Residents rewarded their bravery and dancing skills with gifts.

Concluding the excursion, the group embarked on a hike to a pottery-making workshop, where international students had the chance to craft various types of pottery, serving as souvenirs of their visit. The day concluded with a group photo session before the participants returned to the ITB Bandung MBA Campus, carrying cherished memories and a deeper appreciation for the diversity of Indonesian culture.



Written by Student Reporter (Dafni Citra, MBA ENTRE 2023)

SBM ITB initiates West Java MSME Coaching Clinic batch 11, offering free on-demand consultation and coaching



The Greater Hub SBM ITB, in collaboration with Acceleration, officially launched the West Java MSME Batch 11 Coaching Clinic program in Bandung on Thursday (29/2). This program has reached its 11th cohort since its inception in 2017.

In this 11th group, 97 MSMEs are set to receive free consultation and training for three months, from March 4th to May 1st, 2024. Coaching sessions will be held at The Greater Hub, SBM ITB MBA Building, every Monday to Wednesday from 12:00 p.m. to 3:00 p.m. WIB.

Dina Delyana, SBM ITB lecturer and the Director of The Greater Hub promises that MSME players will receive a coaching program tailored to their needs at this clinic. "Whatever MSME friends need, we will provide it," he said in his speech.

The West Java MSME Coaching Clinic Batch 11 opening featured Basytan Kardinal Pratama, the CEO and Co-Founder of Donatsu, who shared strategies for scaling up his business with attending business owners. Donatsu, founded in September 2022, has sold more than 1.7 million donuts. Basytan employs two scale-up strategies to achieve this sales figure: Own Store and Joint Operation (KSO).

Written by Student Reporter (Muhammad Lauda, MBA 1P/22)

The "Own Store" strategy involves independently expanding the business by opening new stores. This approach is ideal for small businesses looking to maintain quality while increasing company value. However, capital can challenge businesses with relatively slow cash flow cycles.

On the other hand, the KSO strategy offers more capital flexibility. The challenge with this strategy lies in maintaining good relationships with partners. Basytan emphasized that the key to the success of KSO is understanding between parties. "We must have a strong agreement regarding sharing risks and benefits," Basytan said.

The Greater Hub involved 17 Entrepreneur MBA students with experience in managing businesses as coaches in this Coaching Clinic group. These coaches possess various specialties, from finance to packaging design. Workshops or additional training with expert speakers will also be provided if business actors require deeper knowledge of certain topics.

West Java MSME Coaching Clinic Batch 11 received an enthusiastic response from MSME players. Afisindika, founder of KIX Exchange, hopes that the training clinic can assist him in expanding his K-Pop merchandise business. "I believe that in the era of collaboration, we should not close ourselves off to opportunities such as this MSME coaching program. By working together, we can achieve further targets," he hoped.



Bringing hair loss solutions, three ITB students win L'Oréal Brandstorm 2024 and represent Indonesia in London



Three students from the Institut Teknologi Bandung (ITB), as members of Team Maya, secured the national championship at the L'Oréal Brandstorm 2024 event on March 23. They will represent Indonesia internationally, which will be held in London in June. Comprising Saskia Deffa Febriend (19021241) from the Management Study Program, Priscilla Auleader Napitupulu (18221098), and Clara Alrosa Fernanda Sinaga (18221099) from the Information Systems and Technology Study Program, these three female students triumphed over more than 2000 participants from across Indonesia.

Saskia, a team member from the SBM ITB Management study program class of 2024, emphasized that winning this competition wasn't merely about generating ideas but also about teamwork and time management.

"We divided tasks according to our respective expertise, with Clara focusing on the problem background research, Priscilla on technology, products, and innovation, and myself on business and commercialization aspects," Saskia explained on Friday (5/4), outlining Team Maya's composition.

L'Oréal Brandstorm is an annual competition hosted by the leading cosmetics brand, L'Oréal Group. With the theme "Reinvent the Future of Professional Beauty through Tech," participants are tasked with innovating in the beauty industry by leveraging the latest technology.

This year marks Team Maya's second participation in the L'Oréal Brandstorm Competition. In the previous edition, the Maya Team was the favorite runner-up. Priscilla noted that they gleaned valuable insights from last year's experience, contributing to their first-place achievement this year.

"With a team of members from diverse scientific backgrounds, we could exchange numerous perspectives and ideas," Priscilla remarked.

Over more than four months, Team Maya navigated through several stages before emerging as champions. They began with brainstorming ideas based on given case studies, focusing on solving hair-related issues using L'Oréal's product line.

Subsequently, they progressed through a preliminary stage where each team submitted a proposed solution document. Of the 900 teams participating in the preliminary round, 10 advanced to the national final stage. In the final stage, teams presented their designed product directly to L'Oréal Indonesia's executive leadership.

Clara elaborated on Team Maya's strategies for clinching victory in this competition, which involved conducting direct surveys with individuals experiencing hair-related problems, consulting hair experts from various salons, and seeking guidance from lecturers with expertise in pharmacy and technology. Clara also stressed the importance of ensuring that the submitted products align with L'Oréal's future vision.

Team Maya ultimately emerged victorious by presenting a solution that addresses hair loss issues by fusing two cutting-edge technologies, ultrasound and nanodroplets, encapsulated in a tool called FolliGenix.

FollGenix, a non-invasive hair health product, was designed by Team Maya to enhance efficiency and optimize serum usage to prevent hair damage. It is equipped with an Artificial Intelligence (AI)-based application to monitor users' hair growth.

Team Maya will receive direct guidance from mentors from L'Oréal Indonesia in the international competition. The winners of the international competition will have the opportunity to materialize their ideas at L'Oréal Paris's headquarters for three months.

According to Clara, participating in this competition isn't solely about competing but also learning and enhancing one's skills. Clara expressed gratitude for the opportunity provided by L'Oréal to participate in the Brandstorm competition.

"Through this competition, we have been provided with a platform to learn and further develop. We believe that our problem-solving approach, innovative technology design, and, most importantly, team-building skills have significantly improved following our participation in this competition," Clara concluded.

Written by @Student Reporter (Ramel Aki Pratama, Management 2024)



Doctor Tirta's principles in building a business, financial reports are key



Almost anyone can start a business. However, not everyone can maintain the business.

In a metaphor, "everyone can sail," but maintaining business continuity is not a smooth journey. It's a challenging aspect of business, especially in the midst of intense competition with many similar businesses currently developing. This is where good financial management steps in, playing a crucial role in steering your business through these challenges.

"First, don't be blinded by revenue. "Because business people like to be blinded by revenue, most importantly, your company is green," said dr. Tirta Mandira Hudhi, M.B.A., MBA ITB alumni and owner of ShoesAndCare and Forewave, during a talk show session at the GBF 2024 Business Expo on Saturday (11/5). "If you want high revenue but the sales are due to discounts and high COGS, your company is not green but blue. It is not financially secure yet."

Doctor Tirta was a speaker at the 2024 Ganesha Business Management Festival (GBF) held by SBM ITB at Cihampelas Walk, Bandung. GBF showcases businesses created by SBM ITB students. Apart from business exhibitions, this event invites guest stars with experience in the business field to share their views with all visitors and students attending the GBF 2024 Business Expo.

During the talk show session, Tirta shared his experiences, views, and journey in building a business. According to him, a company must have good financial reports to maintain its business continuity because new businesses often do not have good financial reports.

Tirta said that many new businesses fail to manage financial reports well. As a result, it is difficult to measure actual performance and make the right decisions. A deep understanding of financial fundamentals is an integral foundation for the long-term success of a business.

"So businesses fail because they don't have good financial reports," said Tirta. "Basic finance must be memorized."

Before integrating technology into business operations, Tirta stressed the need for a solid business foundation. He emphasized that accurate data collection and analysis should be a top priority for businesses. This ensures the suitability of products or services to market needs and preferences, and helps businesses avoid customer "pain points". This is important and crucial for businesses to adapt and thrive in a dynamic environment.

Written by Student Reporter (James Anden, Management 2024)



11 University of Queensland Australia students join the Summer Course at SBM ITB

June



SBM ITB opened a Summer Course with 11 University of Queensland (UQ) Australia students at Labtek XIX Freeport SBM ITB on Monday (24/6).

The 2024 SBM ITB and UQ Summer Course aims to introduce ITB, particularly SBM ITB, to foreign students. It also seeks to familiarize these students with Indonesia. Before arriving in Bandung, the UQ students spent four days in Bintan, engaging in various activities such as exploring the area and learning about the local culture.

In his speech, the Dean of SBM ITB, Prof. Dr. Ir. Ignatius Pulung Nurprasetio, M.SME, expressed his honor in welcoming the UQ students to SBM ITB.

"So, it is an honor for us to have you here and mingle with us so that we can also learn from the University of Queensland and vice versa," said Prof. Dr. Ir. Ignatius Pulung Nurprasetio, M.SME.

Chair of the Undergraduate Program in Entrepreneurship, Sonny Rustiadi, SE., MBA., Ph.D., CBAP, hopes this experience will have a significant and lasting impact, both during the students' time in Bandung and Indonesia and after they return to the University of Queensland.

"We believe that learning does not only occur in the classroom but also through interactions outside by visiting real businesses, real entrepreneurs, and social institutions," said Sonny.

"Two weeks is a very short time, but we want to make these two weeks have a lasting impact, not only for your learning in Bandung and Indonesia but also for your learning at the University of Queensland."

Ira Fachira, Ph.D., Coordinator of the International Cooperation Division of SBM ITB, hopes that students participating in this activity can exchange views about each other's cultures. Additionally, he hopes to collaborate with UQ students and SBM ITB students.

"I hope they can work together because usually this is project-based, in a more relaxed situation, as our subjects are not only in class but interact more outside," said Ira Fachira. "So the hope is to get to know each other's different cultures, collaborate on a short project, and network."

UQ students Appolonia and Jordan expressed their hopes to understand and learn how different cultures have unique approaches to sustainability and entrepreneurship.

"We didn't have many expectations. We just came in with a very open mind and were ready to experience everything," said Appolonia.

"I want to learn about different cultures and how they approach sustainability and entrepreneurship," added Jordan.

Over the next few days, the UQ students will engage in various activities in Bandung, such as studying at SBM ITB, visiting the Cirata Floating Hydroelectric Power Plant, visiting Mycotech, participating in activities at Teras Hijau, and making batik.

Written by Student Reporter (James Anden, Management 2024)

Kickoff of Ideology 2024 Bootcamp: Innovate for Indosat Ooredoo Hutchison Youth-Tech Challenge



Collaborating with Youth-Tech Challenge, SBM ITB, and Faculty of Fine Arts and Design ITB (FSRD ITB) are again presenting Ideology 2024 Bootcamp. This annual boot camp, which has been held since 2018, is designed to generate innovative business ideas that can provide real solutions to various social problems.

"Control your destiny, change your mindset to entrepreneurial, and contribute to the country," said Dr. Ir. Subiakto, M.B.A., Vice Dean for Academic Affairs of SBM ITB, in the opening of Ideology 2024 in the SBM ITB auditorium on Saturday (25/7).

Over the next four months, Ideology 2024 participants will be guided through activities to hone their innovation and entrepreneurship skills. They will be equipped with innovation support materials, including how to generate ideas, predict trends, and design sprints. The Youth-Tech Challenge will showcase the business innovation ideas of Ideology 2024 participants.

Youth-Tech Challenge is a business competition held by Indosat Ooredoo Hutchinson and Twimbit. The competition challenges participants to solve business problems with four social themes. Starting from urban vitality and food security and increasing national PISA scores for women in MSMEs. Participants are asked to provide business solutions by utilizing technology.

Participants met with Geraldo Killari, Chief Business Development Officer of Bagikopi, and Alda Griselda, Founder of the fashion brand Achete de nous on the first day of the boot camp. These two SBM ITB alumni motivated participants with stories of success and failure in their business journey.

In addition to business motivation, participants also received industry best practices in predicting trends by Yudhi Hadiwibowo, VP Head of B2B Product and Marketing Indosat Ooredoo Hutchinson, and a discussion to generate creative ideas by Eunike Salduna, Founder of Greenlabs Indonesia.

At the end of the session, participants were directed to form a team consisting of a combination of SBM and FSRD ITB students. Each team will get one facilitator to help participants determine the theme idea and propose business solutions based on the business case given by the Youth-Tech Challenge.

Written by Student Reporter (Muhammad Lauda, MBA '24)



SBM ITB organizes ICMEM 2024, focusing on sustainable governance

August

The International Conference on Management in Emerging Markets 2024 (ICMEM 2024) was officially launched at The Patra Ball on Wednesday, August 28. Organized by the SBM ITB, this two-day international conference, with the theme 'Navigating Change in Emerging Markets,' is being held in a hybrid format, with online sessions via Zoom and in-person events.



ICMEM 2024 has attracted participants from seven countries, demonstrating global interest in the conference. With such a diverse, multinational representation, the Dean of SBM ITB, Prof. Ignatius Pulung Nurprasetio, expressed hope that the conference would foster dialogue, share knowledge, and promote sustainable development in emerging markets. This global interest promises to bring many perspectives and insights to the conference.

Throughout the conference, participants will engage with guest speakers from academia and industry leaders during workshop sessions. "Our speakers include Prof. Dermawari Wibisono from SBM ITB, Prof. Toshiya Kaihara from Kobe University, Japan, Prof. Mark Gilman from Derby University, UK, Dr. Sonya Mamoriska, Director of Transformation at Bulog, and Rahmad Pribadi, CEO of Pupuk Indonesia."

Dr. Yunieta Anny Nalnggolan, the ICMEM SBM ITB 2024 organizer, stated that ICMEM 2024 is unique because it focuses on emerging markets and takes a multi-actor perspective, from students to the industry. "The opening of ICMEM 2024 was also attended by the Dean of SBM ITB, academic paper presenters, and speakers," said Yunieta.

Written by Student Reporter (Muhammad Lauda, MBA 1P 69)

SBM ITB welcomes 78 international students from 21 countries

September



SBM ITB proudly welcomed 78 international students from 21 countries to its campus on Tuesday (5/9). These students are beginning their academic journey at SBM ITB. The welcoming event provided an opportunity for the new students to meet one another and played an important role in helping them adjust to their new environment in Bandung.

The students are enrolled in various academic programs. Fifty-eight students have joined the international Class Bachelor of Management, five are in the Bachelor of Entrepreneurship, 10 are pursuing a Master of Business Administration, four are enrolled in the Master of Science in Management, and one is undertaking a Doctor of Science in Management.

They come from diverse parts of the world, including France, Italy, Austria, Sweden, Bosnia, Denmark, Spain, Belgium, Russia, Germany, the Netherlands, Morocco, Poland, Japan, Cambodia, China, Singapore, Brunei, Lithuania, Switzerland, and India.

Ira Fachria, Coordinator of the International Cooperation Division at SBM ITB, guided

the international students on Indonesian society's rules, customs, and habits, particularly in West Java. She emphasized the importance of understanding the local culture and way of life to help the students feel comfortable and respect the values held by Indonesian society.

"In Bandung, as in the rest of Indonesia, there are unique customs and traditions. We want to ensure that international students feel welcome while providing information to help them navigate their daily lives here," said Ira.

One of the exchange students, Baptiste Joly from the Institut National des Sciences Appliquées de Lyon, France, shared that this program was a new experience for him and marked his first time visiting an Asian country. Baptiste expressed his amazement at the friendliness and helpfulness of the Indonesian people, especially when he needed assistance while navigating the streets. He was also very impressed by the ITB campus, noting its abundance of trees, which created a pleasant and comfortable learning environment.

With an enthusiastic atmosphere, the international students at SBM ITB are expected to enjoy a semester filled with new friendships, unforgettable experiences, and plenty of fun. This event marks the beginning of cross-cultural and academic collaborations, further enhancing SBM ITB's standing as one of Indonesia's leading educational institutions.

Written by Student Reporter (Muhammad Lauda, MBA'19)



SBM ITB produces 750 graduates, with 28 honoured outstanding awards

October



SBM ITB once again contributed the highest number of graduates at the October 2024 graduation, held on Saturday (26/10). A total of 750 graduates were celebrated, with 383 honoured the cum laude predicate.

The undergraduate program conferred degrees to 213 Bachelor of Management and 58 Bachelor of Entrepreneurship graduates. At the postgraduate level, 254 students graduated from the Master of Business Administration program in Bandung, while the Jakarta Campus saw 201 students earn the same degree. Additionally, the Master of Science in Management program graduated 16 students, and the Doctor of Science in Management program produced eight graduates, including three with cum laude predicates.

Most graduates contributed to international journals or presented at academic conferences. To commemorate this achievement, SBM ITB held a thanksgiving event at the Intercontinental Hotel Bandung on Sunday, October 27. Prof. Dr. I. Ignatius Pulung Nurprasetio, M.SME., Dean of SBM ITB, congratulated the graduates.

"Today marks an important first step for you. With your academic intelligence and a strong foundation in business, strive for accomplishments that align with ethical standards beyond mere achievements," said Prof. Pulung.

The event also featured Haidar Hibatullah Wurjanto, Founder & CEO of PT Es Teh Indonesia Makmur and a graduate of the Entrepreneurship MBA program at the Jakarta Campus. As the student representative, Haidar thanked the lecturers for their invaluable insights and support. He shared his inspiring journey from aspiring entrepreneur to earning his master's degree, highlighting the role of Artificial Intelligence (AI) in modern business.



"In today's era, technology is crucial—not for copying answers but for asking the right questions," Haidar remarked.

Novrizal Pratama, Chairman of the SBM ITB Alumni Association and Managing Director of Tech in Asia Indonesia addressed the challenges of graduates entering the job market, particularly undergraduates.

"Finding a job is not easy in the current business climate. However, every great entrepreneur has faced failure. Failure is a learning opportunity, so keep learning and never give up," Novrizal encouraged.

SBM ITB is committed to continuously educating future leaders of the nation. In accordance with the value of "For the Greater Good," graduates are expected to be able to innovate, lead, and become the nation's successors in the ever-growing business world.

Written by Student Reporter (Hansen Marcano, Management 2025)



Head of IKN authority Basuki Hadimuljono shares leadership inspiration at SBM ITB Leadership Night 2024

November



Basuki Hadimuljono, the Head of the National Capital Authority, shared leadership inspiration while speaking at Leadership Night 2024, held by SBM ITB at The Westin Jakarta, Wednesday (11/20). Presenting material based on the book written by Rhenald Kasali, "Delivered! Process, Strategy, and Values", which summarizes his life and leadership experiences, Basuki emphasized the importance of integrity, innovation, and teamwork as the main foundations of leadership.

With the tagline "Brave, Strong, and Artistic", Basuki encourages every individual to improvise and find creative solutions.

"Bravery comes from integrity, strength from competence, and artistry from the courage to innovate and improvise. Effective leadership must also undergo a system of checks and balances to minimize the risk of corruption," said Basuki.

Basuki also introduced four important pillars in leadership: programming, the power of simplicity, self-driving, and rhyme & rock n roll – speed. The Minister of Public Works and Public Housing for the 2014-2024 period believes that a good leader must carry out careful planning, focus on simple and effective solutions, have independent leadership with full responsibility, and have a work rhythm to catch up.

Leadership Night 2024 itself is an annual event that presents inspirational figures.

It also is a special moment with awards for the best students, the best academic and practitioner lecturers, the best alumni, and the best education staff from the SBM ITB Jakarta Campus. Prof. Yos Sunitiyoso, The Head of the MBA Study Program SBM ITB Jakarta Campus, emphasized the importance of collaboration between academics, alumni, and industry partners to create an innovative and adaptive education ecosystem.

"We hope that the presence of national figures in this annual Leadership Night event will inspire the SBM ITB academic community to make positive changes for Indonesia. And the awards given to outstanding lecturers, students, alumni and staff are not only a form of appreciation, but also a source of inspiration for everyone to continue to innovate and support the progress of education at SBM ITB," said Prof. Yos Sunitiyoso.

Meanwhile, Prof. Ignatius Pulung Nurprasetyo, the Dean of SBM ITB, highlighted the role of SBM ITB in supporting Indonesia's transformation through innovation and human resource development.

"The alumni's contribution is real proof that SBM ITB not only produces competent graduates but also leaders who can bring about change," said Prof. Pulung.

As the event's highlight, awards were given to the best students, academic and practitioner lecturers, education staff, and alumni from the MBA SBM ITB Jakarta Campus. This award was given directly by the Dean of SBM ITB, Prof. Ignatius Pulung Nurprasetyo, to appreciate their extraordinary contributions.

This event was a celebration of achievements and a moment of reflection and inspiration to continue supporting the advancement of education, innovation, and collaboration to realize the vision of Indonesia Emas 2045.

Written by @Student Reporter (James Anders, Management 2024)

Mini SBM ITB and TACO graduate 32 participants, 22 immediately hired as permanent employees

December



A total of 32 participants graduated from the Mini SBM ITB x TACO Program during a ceremony held at the Menangkawi Auditorium of SBM ITB Bandung on Friday (20/12). The event was attended by the Dean of SBM ITB, Prof. Dr. Ir. Ignatius Pulung Nurprasetio, M. SME, Vice President of Corporate Human Resources TACO, Irwan Derwanto, and Head of the Mini SBM ITB x TACO Program, Prof. Donald Creatofel Lantu, along with Dr. Yuleta Anny Nainggolan, who accompanied the graduates and their families.

The Mini SBM ITB x TACO Program is a collaborative initiative between SBM ITB and TACO, designed specifically for high school, vocational school, and Islamic high school students. The program aims to nurture the younger generation's potential through practice-based learning and the development of soft skills such as leadership, communication, teamwork, and problem-solving—essential competencies in the workforce. Participants undergo six months of online learning and a six-month internship at partner companies. In addition, the program offers certificates, financial support, accommodation, and practical work experience, reflecting SBM ITB's commitment to equipping the younger generation for future challenges.

The graduation ceremony began with a traditional Sundanese Merak Dance, followed by opening remarks from the Dean of SBM ITB, Prof. Ignatius Pulung, who underscored the program's societal impact.

"This graduation reflects the high quality of SBM ITB's education, which is accredited by AACSB—an international standard achieved by only four institutions in Indonesia.



We hope these graduates will make a positive impact, improve their quality of life, and become reliable pioneers in society," he stated.

Prof. Donald Creatofel Lantu, Head of the SBM ITB x TACO Mini Program, emphasized that the program represents SBM ITB's dedication to providing world-class educational opportunities to underprivileged youth.

"This initiative helps them grow, develop, and contribute to achieving Indonesia Emas 2045," said Prof. Donald.

The program's success is evident, with 24 graduates immediately recruited as permanent employees at TACO, while eight others await placement at a soon-to-be operational factory.

"We are proud to hire quality individuals from this program. This collaboration is a tangible solution to the current challenges in the job market, while also producing exceptional workers," said TACO Vice President of Corporate Human Resources, Irwari Derwanto.

One of the graduates, Biar, shared his experiences during the year-long program, highlighting the lessons learned about appreciating diversity, collaboration, openness, and adaptability.

"The internship provided invaluable life lessons, motivating us to keep learning and stay productive," said Biar.

The event featured an inspiring session with motivational speaker Novriski Yuska, Founder & CEO of RKB Group, who shared his journey and emphasized the importance of dreaming big and striving for success. With his motto, "I never fail, I learn," he encouraged graduates to view challenges as opportunities for growth.

The ceremony concluded with a handshake session with the Dean of SBM ITB, special awards for three outstanding participants, and dinner.

SBM ITB and TACO reaffirmed their commitment to continuing this program with the next cohort, opening up broader opportunities for the younger generation to build a brighter future.

Written by Student Reporter (Muhammad Lauda, MBA YP 69)

PARTNERSHIP ACTIVITIES



ITB and the Ministry of Finance sign cross-sector collaboration



SBM ITB industry gathering



HCM TALKS & Industrial Networking



The partnership agreement SBM ITB X LSPR



SBM ITB collaborates with IT partners to improve education quality



Contact us

Bandung Campus

SBMITB Building
Jl. Ganesha No.10 Bandung 40132
Phone: +6222531923
WhatsApp 0878 2282 2184 (Text only)
Email: info@sbm-itb.ac.id

Jakarta Campus

TK Low Center For Executive Education
Graha Irama (Indorama)12th Floor
Jl. HR Rasuna Said Kav. 1-2 Jakarta 12950
Phone: +62215296868
WhatsApp 0812 2002 242 (Text & voice call only)
Email: info-jkt@sbm-itb.ac.id



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