

Entrepreneurship Education in Institut Teknologi Bandung

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School of Business and Management ITB

KEIO EDGE PROGRAM 2015

Akbar Adhiutama



- Full Time lecturer in School Business and Management, Institut Teknologi Bandung (SBM ITB), (2006-Now)
 - Operations and Supply Chain Management
 - Introduction of Engineering and Design
- Ph.D in Management of Technology, Shibaura Institute of Technology, Japan
- Master of Business Administration, Institut Teknologi Bandung
- Master of Engineering in Electrical Engineering, Institut Teknologi Bandung
- Bachelor of Engineering. Architecture Engineering, Trisakti University

Content

- Introduction ITB and SBM ITB
- Competency development
- Learning method
- Business life cycle
- Challenges
- Positive sides
- Lesson learn

Institut Teknologi Bandung

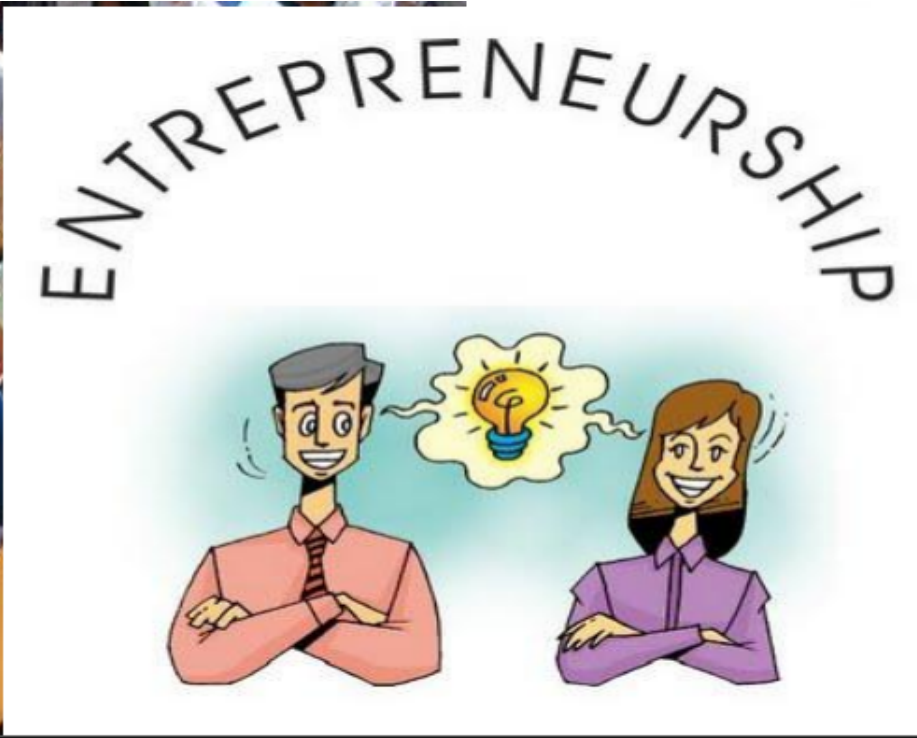


Establish in 1920



Establish in 2003

The Need of Entrepreneurship Program in Indonesia



School of Business & Management Institut Teknologi Bandung

BACHELOR OF MANAGEMENT

- Established in 2003
- International Business
Established in 2015

BACHELOR OF ENTREPRENEURSHIP

- Established in 2013

MASTER OF BUSINESS & ADMINISTRATION

- Established in 1990 (2003)
- Regular and Executive Class,
In House Class, CCE Class

MASTER OF SCIENCE IN MANAGEMENT

- Established in 2007
- Research Based Study

DOCTOR OF SCIENCE IN MANAGEMENT

- Established in 2008
- Research Based Study

Competency Development in Bachelor of Entrepreneurship (3 Years)



Orientation
EQ training
Study skills
Campus life



1st year
Discipline
Developing soft skills
Art Performance



2nd year
Business Launching



3rd year
Business Execution



Learning Method

Mastery Learning

- *Business System Modeling*
- *Business Simulation* (venture capital, family business, market dynamics, sales, production, product development)
- *Business Computing Laboratory*
- *Case Study*, learn from real life cases of businesses
- *Class Lectures*

First Hand Experience

- *Mentorship and E-Club*, by business practitioners
- *Business Trip (Company Visit)*
- *Entrepreneur Interview*
- *Project Based Learning*, UMKM mentoring
- *Business Incubation*

Business life cycle

Semester 3

Design Thinking
(Minimum Viable
Product)

Semester 4

Business Model
(Soft Launching)

Semester 5

Business Plan
(Grand Launching)

Semester 6

Business Initiation
(Partnership)

Semester 7

Managing Start Up
(Profit Growth)

Semester 8

Business Development
(Second Business)

Challenges in Entrepreneurship Program

Student side

- Campus is located at Jatinangor, outside Bandung City
 - Student mobility to running business
- Student have different capability to running business
- Pressure to create technological product
 - Student do not have capability to create technological product
- Need colaboration with engineering student
 - Engineering student feel not confident with their own prototype products

Lecturer side

- Invited guest lecturers sometimes refuse to come
- Mentorship availability mostly from senior businessmen
- Need funding for start up company

Development Program

- International student exchange program
- Business community development
- Social entrepreneurship program
- Funding searching from Investor, Venture capital and Bank

Lesson Learn from the Entrepreneurship Program

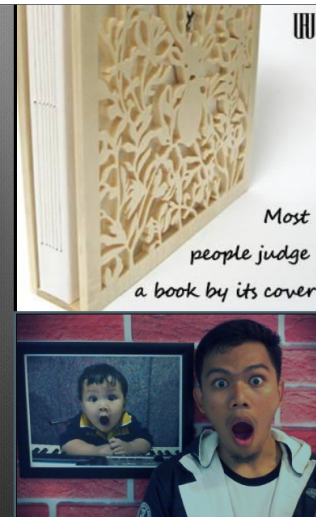
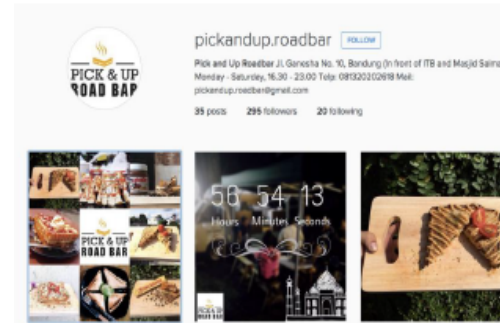
- To develop entrepreneurship characters
 - Creativity
 - Risk taker
 - Survival
 - Internal locus control
- In Indonesia, usually student who come from low economic income family, have a strong survival character
 - In fact, majority student come from middle economic income families
- Entrepreneur character should be developed before entering to university level
- University only enhance and shape the characters, Not create it
- Selected student should have entrepreneur characters as the most important requirement.

Positive Side

First Batch - Bachelor of Entrepreneurship



Business Types



Technological Based Business Elective Course for Engineering student in ITB



Business Types: Application



Competitions

International Competition



Syracuse, New York
18 Mei-30 Juni 2015



National Competition



Student Exchange Program with Japanese Student from Reitsumeikan University



Business Incubator, Bandung - Jatinangor



Thank You Very Much..

Doumo Arigatou Gozaimasu..