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**SBMITB**  
School of Business & Management

The SBMITB logo is a circular emblem with a blue border containing the text 'INSTITUT TEKNOLOGI BANDUNG' at the top and '1920' at the bottom. The center of the emblem features a white figure, possibly a person or a symbol, set against a blue background.

# Summer School Program

## 7 – 20 August 2023

School of Business & Management  
Institute of Technology Bandung



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# Summer School

- Doing Business in Indonesia (available for Graduate Students)
- Special Topics in Management (available for Graduate Students)
- Social Entrepreneurship & Intercultural Communication



# Doing Business in Indonesia

## Introduction

Indonesia is one of the world's most populous country and has long been an economic powerhouse in Southeast Asia. After the Pandemic, OECD forecasted the country's GDP growth to strengthen to 4.7% in 2023. Understanding about conducting business will provide insights about how to have a beneficial business experience in Indonesia's growing economy.

This course is available for graduate students and practitioners. The course aims to give insights about how to do business in Indonesia with a different theme each year. In 2023, the theme will be Creative Industry with a minor theme in Sustainability.



# Doing Business in Indonesia

## Courses

### **MM6057 Doing Business in Asia (MBA)**

This course uses a problem-solving approach to implement concepts presented by international academics, practitioners, government and other business community members.

### **MB6019 Special Topics in Management (Master of Science in Management)**

The course will provide exposure to deeper issues in areas of management, particularly strategic management. Theories & concepts will be delivered along with a coaching session in academic writing.



# Doing Business in Asia (MBA)

This course is designed to provide an overview of various aspects of doing business in Asia, especially in Indonesia. The course is broadly divided into three parts. The first part of the course defining globalization and international business. The second part deals with business context and business management. These two parts provide the overview the macro environment economies in Indonesia, including the economy and culture that affect business and management practices. The third part emphasizes on the practical aspects of doing business - business opportunities and challenges facing foreign companies and business and management practices.



# Special Topics in Management (Master of Science in Management)

This course examines special topics from a number of management areas. The course will provide the student exposure to deeper issues in areas of management. Aligned with the summer school theme, the course examines strategic issues in technology management and sustainability.

This course examines a range of important theories in the management field. Ways in which these theories are operationalized in empirical and conceptual studies will also be discussed.



# Doing Business in Indonesia & Special Topics in Management

## Activities

The course will be delivered with two approaches: lectures and active learning through company visits and cultural events.

The first phase will focus on lectures from visiting scholars and practitioners. Insights from real-world examples will be delivered in the second phase as follows:

- Company Visit: Focus on Creative industry and sustainable business
- Real case group work: Analysing local businesses to apply concepts in real context
- Cultural Event: Arts and culinary experiences
- Closing Ceremony: Gala Dinner



# Social Entrepreneurship & Intercultural Communication

## Introduction

Social entrepreneurship is basically a group of people who have a solidarity, works together to form a business based on empathy. The business aims to attract social benefits which, in turn, can encourage financial benefits. This course provides insights about another form of business that aims to gain not only financial goals, but also social and environmental benefits for the community. The course is delivered through a project-based learning method to provide students with better skills in collaborating in a group.

Cultural understanding in the study of management becomes increasingly important when world activity becomes borderless. This condition encourages the study of management to develop new capabilities that accommodate activities involving individuals with different cultural backgrounds.

This course is available for both undergraduate and graduate students. The course aims to give insights about another form of business that benefits both companies and communities. The other important factor of the course is gaining skills in communicating and working in a multi-cultural settings.



# Social Entrepreneurship & Intercultural Communication

## Activities

The course will be delivered with two approaches: lectures and project based learning. The lecture phase will be delivered by lecturers from visiting scholars and practitioners. Insights from real-world examples will be delivered as follows:

- Community field trip: Doing a simple study to know the community.
- Social enterprise visit: Visiting social enterprises run by the community or companies that works with communities.
- Cultural Event: Arts and culinary experiences.
- Closing Ceremony: Gala Dinner.



# Benefits

- Transferable credits
- On-site participation
- Company Visit
- Community Visit
- Exposure to multicultural environments
- Extend international network
- Lectures and discussion by prominent scholars and practitioners
- Cultural event and gala dinner
- Grade transcript and Certificate

# Summer School 2022

# Community Visit: TERAS HIJAU PROJECT



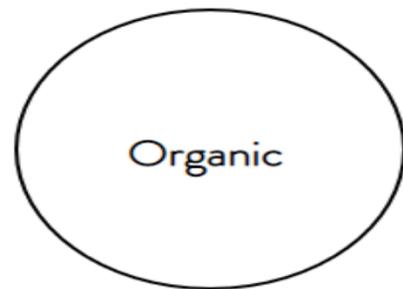
# Community Visit: SAKOLA MOTEKAR



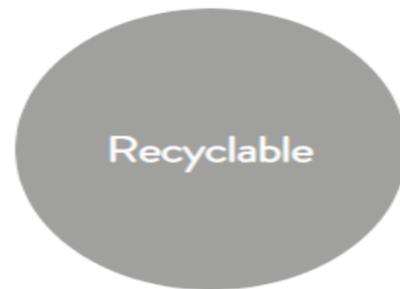
# Social Enterprise: PARONG.PONG

## OUR SERVICES

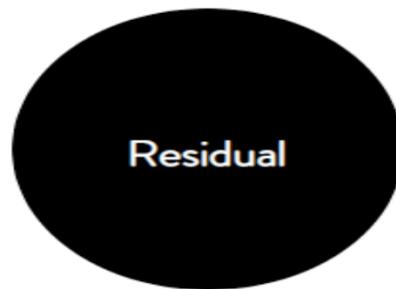
If you have sorted waste at your place, be sure it is being treated properly and not going to the landfill. These are kind of waste that we can treat at our KOPONG. We will treat your sorted waste properly by our machines and techniques.



Produces sustainable insect protein for animal feed by bio-converting organic sidestream using black soldier fly



Collaborating with central waste bank



HYDROTHERMAL MACHINE by Parongpong

This is our sister company specialized in building a zero-waste high performance microhouse. The microhouse is built from sustainable and recycled materials.

[View More >](#)



Rawhaus aims to be

**"THE INITIATOR OF THE FIRST ZERO WASTE SUSTAINABLE HOUSING FOR INDONESIA"**

### TOKO KELONTONG DESA MANDIRI LESTARI

A bulk store by Parongpong cooperated with Rumah Stroberi, Belibu Fresh Mart, and Zero Waste Adventure



Jalan Cigugur Girang No. 145, Parongpong, Bandung Barat  
09.00 - 17.00 (Friday - Sunday)



# Cultural Event

## Saung Angklung Udjo



# Company Visit



Paragon Technology & Innovation



Feedloop & Everidea

# Company Visit & Culinary Workshop

PT Perkebunan Nusantara





# ITB Inbound Exchange: Short Term Program

- [ITB Inbound exchange short term Low Res.mov](#)

THANK YOU



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