

## **MASTER OF SCIENCE IN MANAGEMENT**

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# A Message From Director



Master of Science in Management (MSM) not only improve and develop the students' ability to analyze a condition of management of the companies with their activities, but also to study and look for a model management application targeted at the public.

Indonesian society that is pluralistic requires a contextual nature of science management, and with based on the existence of diverse methodologies and approaches are qualitative and quantitative, MSM students are given the knowledge to increase sensitivity to the real conditions of society. International relations, especially with the amount of knowledge in the field of acculturation between the respective parts of the world both east and west and north

and south, also able to push the MSM students to innovate the methods, concepts and holistic approach.

Analyzing the condition of a pluralistic society encourages specific approaches and methodologies and contextual, so the development of expertise, the discovery of new methods and models become the main target for MSM. We are also grateful to the alumni, who already hold a master who have applied their knowledge to the people of Indonesia in accordance with the focus of his study and also to the world of science globally.

Dr. Bambang Rudito, M.Si  
Head of MSM Program

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## History

The School of Business and Management – Institut Teknologi Bandung (SBM-ITB) was established at the end of 2003 and is now one of the most important organizations in the institute. Being part of a highly qualified institution of higher education, SBM-ITB is supported by faculty staff members with strong academic background and professional experiences. SBM-ITB also enforces a quality assurance system to ensure the best learning experience for its students.



*Founders of SBM ITB (left to right) :*

*Jann Hidajat Tjakraatmadja, Surna Tjahja Djajadiningrat., Kuntoro Mangkusubroto, Nurhayati Ma'mun, Dermawan Wibisono, Budi Permadi Iskandar, Aurik Gustomo, Utomo Sarjono Putro, Sudarso Kaderi Wiryono*

The MSM (Master of Science in Management) Program was established in 2006 and had enrolled for the first batch 24 new students on August 2007. Research is the cornerstone of this program. Other than Quantitative Research Methods, the program also introduces Qualitative Methods in the first year of education as a basic alternative of research. SBM-ITB offers scholarships for the MSM program.

*"Leadership with integrity, respect for diversity and heart for humanity is the key values we aim to generate from your own potentials.."*

*Founder - Prof. Kuntoro Mangkusubroto*



## Program Overview

The change in the globalization era has become a critical point that must be considered by business leaders in managing their organizations or companies. The need of research based management as well as analysis and problem solving skills are increasing in this globalization era where the competition is becoming more and more intense, locally as well as globally. MSM ITB is aimed to meet this need by creating managers capable of analyzing and building scientific concepts in management. Through this program, it is expected that new methods or concepts in management will be developed through researches conducted together by students, lecturers, industries, and government.

### Uniqueness

- Students are working closely with SBM ITB World Class Researchers and be a part of SBM ITB research engine
- Elective courses that are diverse, contextual, flexible, and yet covering in-depth materials
- Balanced curriculum for both career orientations: academics and industries.
- Exposures of international experiences : double degree with reputable universities abroad, joint research programs, international colloquium, conference, and seminar activities
- Robust and high quality education programs supported with excellent academic environment for nurturing future professional scholars
- Curriculum is customized and prepared for Finance career both in academic and industry
- Focused and specialized programs in finance that stressed on quantitative approach
- Internationalized programs : all lectures, assignments, discussions, and thesis are delivered in English
- High quality education programs supported with excellent academic environment for nurturing future professional scholars



## Mission and Goals

The mission of MSM ITB Program is to educate scholars to become expert researchers, and to produce a wide range of research for the advancement of management science in Indonesia. Graduates of MSM ITB have excellent careers across the gamut of the academic profession such as university lecturers, researchers, also many fields of government and in private organizations

Our graduates are expected to have knowledge and skills in management theories and social sciences, research methodologies both quantitative and qualitative, data processing using univariate, bivariate, and multivariate statistics, undertaking critical reviews and analyses, and report writing.

Graduates of MSM ITB Program have excellent careers across the gamut of the academic profession such as university lecturers and researchers. Also, graduates can be found in many fields of government and in private organizations.

## Concentrations

The MSM ITB program has five concentrated specializations:

- People and Knowledge Management
- Operations and Performance Management
- Business Strategy and Marketing
- Entrepreneurship Studies and Technology Management
- Decision Making and Strategic Negotiations



## Master of Science in Management

MSM develops your ability to examine and analyze management research to understand what lies beneath a best practice. The structured program guides not only gives you major theory of management but also to apply research methods to existing and emerging contextual business problems.

This MSM program aim to prepare the students to explore any career options as professional scholars, a carrier path that requires high analytical and research skills, such as consulting, analyst, policy development, or further education. Participants in this program are able to customize their educational experience based on their academic, professional, and research interests.

Class Schedule :  
Monday - Friday 08.00 - 17.00



## MSM Curriculum

Competence Development	Courses	Credits
Research Skills Foundation	Management Thought and Research	3
	Quantitative Research Methodology	3
	Qualitative Research Methodology	3
	Modeling in Management	3
	Management Research Design	3
	Advance Statistics	3
Contemporary and Contextual Issues in Management	Elective 1	3
	Elective 2	3
	Elective 3	3
	Elective 4	3
Research Execution	Thesis	6

## Elective Courses

Concentration	Elective Course (3 credits)
a. Human Capital	Internship
	Consulting Projects
	Advanced Topics in Management
	International Colloquium— Conference
	Social Science in Management Studies
	Competence Based People Management
	Knowledge Management and Learning Org.
	Leadership Theory
	Conflict and Change Management
b. Marketing	Organizational Behavior
	Market Research
	Branding Science
	Service Marketing Strategies
	Consumer Behavior Analysis
	Technology Commercialization
c. Operations	Business Strategy Analysis
	<b>Performance Management</b>
	Procurement and Supply Chain Management
d. Entrepreneurship Sciences	Advanced Operations Strategies
	Technology Commercialization
	Entrepreneurship Studies
	Management of Innovations
	Product Development Management
	Corporate Entrepreneurship
	Small Business and Development
	Family Business
	Service Science
e. Decisions Science	Creative Problem Solving
	System Modeling For Policy Development
	Agent Based Modeling and Simulation
	Conflict and Resolution Analysis



## Master of Science in Management (in Finance)

MSM in Finance offers a robust approach yet practical to the major concepts of finance theory. The programs intended to the ones who are interested in finance professional scholars, for both academic path and or finance industry careers.

Supported with matriculation courses, background in similar field is not required to enter to this program. However, strong background and some exposures in quantitative methods will be an advantage for the incoming students.

Class Schedule :  
Monday - Friday 08.00 - 17.00



## MSM in Finance Curriculum

Competence Development	Courses	Credits
Research Skills Foundation	Advanced Economics	3
	Quantitative Research Methodology	3
	Time Series Analysis	3
	Modeling in Financial Management	3
Contemporary and Contextual Issues in Financial Industry	Advanced Corporate Finance	3
	Investment and Portfolio Theory	3
	Fixed Income	3
	Financial Statement Analysis	3
	Elective 1	3
	Elective 2	3
Research Preparation and Execution	Elective 3	3
	Thesis	6
Total Credits		39

## Elective Courses

Elective Courses	Credits
Management Research Design	3
Internship	3
Consulting Projects	3
Advanced Topics in Management	3
International Colloquium –Conference	2
Islamic Financial Systems	3
Derivative	3
Computational Finance	3
Behavioral Finance	3
Advanced Financial Mathematics	3
Insurance	3
Financial Risk Management	3
Advance Wealth Management	3

## Double Degree with Tokyo University of Science (TUS)

Double Degree Program between MSM SBM ITB and Tokyo University of Science (TUS) Departement of Industrial Administration has been running since 2010. As many as 11 (eleven) SBM ITB students has joined the program to TUS and 6 (six) students of TUS coming to SBM ITB. Successfull participants of this double degree programs will be awarded degree from both ITB (Master of Science Management) and TUS (Master of Engineering).

Open application for the Double Degree Program will be implemented in the second year. There will be a selection process conducted by MSM with our partner university, Tokyo University of Science, Japan.

Requirements are:

- study plan
- final transcripts MSM (with min. IPK: 3.5)
- transcripts and diplomas S1
- passed the interview & presentation

If she/he passed the selection process, then the student will take 1 year study at TUS Japan and completed a master's degree.



2012 Double Degree Program Graduates MSM SBM ITB – M.Eng TUS





## Student Testimony

I joined MSM-ITB first as an engineer-by-training, crossing the border of engineering field to get into a management program. In fact, the program is an integral part of an institute of technology, making me able to bridge a gap between engineering and social approaches. Besides, distinguished lecturers in the program offered me a great chance to solve one of the world's big problems in my research area, something that I could not find in any other management program. I also got an opportunity to join a double master degree (DMD) program between MSM-ITB and Tokyo University of Science, which was great for me to establish an expertise in social engineering area, a frontier science within the vast growing sustainability-related knowledge development. In short, I am sure that MSM-ITB has given me an open gate to contribute more to the science itself and to the society. Joining MSM-ITB program is a precious chance for anyone who want to have an impressive academic experience for being a leading expert in the future.



Corinthias P.M. Sianipar (Morgan) - MSM 2011-2013  
Eng.D. Candidate in Systems Engineering - Tokyo University of Science, Japan  
Ph.D. Candidate in Management Science - Institut Teknologi Bandung, Indonesia



Mutiara, Niken, Vicka - MSM 2012  
Scholarship Awardee Double Master Degree ITB-TUS

The Master of Science and Management program is a combination of the sciences and involvement in the society. We enthusiasm for this program is great, and it continues to grow as MSM offers the double degree program (both in Master and Doctoral) in collaboration with

Tokyo University of Science, Japan. What We learned from the double degree program has been applicable to the emerging issues in the society. The program enriched you with abundant skills and knowledge, and the most important, it leverage your own knowledge into a more applicable one.



## Admission Criteria

MSM is open to applicants who:

1. Have a bachelor degree (S1) from accredited institutions of higher education in the fields of management, science, social science, or technology; DIKTI's accreditation, if graduated from overseas universities (for Indonesian citizens)
2. pass selection test for admittance to ITB Post-Graduate School (SPS) requiring minimum TOEFL score of 525 and Bappenas Academic Potential Test (TPA) score of 525
3. have undertaken research in their previous studies
4. have ability to present the ideas both in Indonesian and English



## Admission Procedure

Candidates must complete the application forms provided by the Post-Graduate School of ITB and return them back in duplicates (1 original copy + 1 photocopy). Other documents required as follows:

1. Copies of S1 legalized
2. Legalized academic transcripts (graduates of foreign universities should obtain an approved equalization of their first degree certificates from the Directorate General of Higher Education)
3. Copies of TOEFL/ITP/IELTS/EPT ITB certificate
4. Academic Potential Test from UPP TPA Bappenas in cooperation with ITB
5. Statement of medical health from doctor
6. Photos 4x6 cm, 3x4 cm, 2x3 cm, each 3 pieces





# Student Activities



NLP Boothcamp MSM



Study Skill MSM



Guest Lecturer Prof. Deguci (TUS)



Discussion Group



Graduation Night



Facebook  
sbm itb



Twitter  
@sbmitb



Instagram  
@sbmitbofficial



Website  
[www.sbm.itb.ac.id/dsm](http://www.sbm.itb.ac.id/dsm)



Email  
[info@sbm-itb.ac.id](mailto:info@sbm-itb.ac.id)



You Tube  
sbm itb