



INNOVATION

BINUS INTERNATIONAL | Vol 1 | 2014

★ LET'S GET ★

TRAVELING

CONTENT

WHAT'S HAPPENING	03
STUCOMM CLUB EXPO	
Getting Up Close with Eline Diana Kloosterman	
BINUS INTERNATIONAL Hold Website and Mobile Applications Creation Workshop by Former Silicon Valley Engineers	
Gaining More Insight into the Role of Intellectual Property (IP) for Companies	
Let's Give Blood to Our Brothers and Sisters	
Regional Youth Leadership Conference RYLC 2013	
BINUS INTERNATIONAL Brings in a Colonel to Train 32 International Business Students	
Brunch with the Executive Dean	
FASHION	11
Jakarta Fashion Week	
FOCUS	14
Goodbye 2013, Hello 2014	
PROFILE	16
CAROLINE HERLINA	
INNOVATION	20
Innovative Achievements Innovation & Enterprise Award 2013	
HANG OUT	21
Join the Quiz and Get Ready for a Free Trip!	
BINUS GROUP	22
With BINUS CENTER,	
Test Your Courage in Making Decisions!	
BINUS BUSINESS SCHOOL - A Pioneer of Education Holds CFA Certification Training Program in Indonesia	
Market Share Hand-in-Hand with Risk An Excellent Opportunity for Human Resources Focusing on FRM	
Lecturers at BINUS INTERNATIONAL still need to update competencies with the expert from Slovenia	
BINUS Collaborates with Northumbria University	
BINA NUSANTARA Earns Indonesian Quality Award 2013	



Once again we deliver this valuable and beneficial internal magazine, called 'Innovation'. In this, the fifth edition, we bring you interesting topics and features, such as an article about Stucomm Club Expo, Brunch with the executive dean, and many more. You can also find interesting articles in this Innovation that will enrich your knowledge and broaden your horizons.

Thank you, God, for your guidance for this edition. I'm really proud to have my team with me. Also thank you to the BINUSIANS who have always supported us. Last but not least, thanks to all you extraordinary, loyal readers.

Happy reading!

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STUCOMM CLUB EXPO

AT THE 2013 CLUB EXPO EVENT, HELD BY THE STUDENT COMMITTEE (STUCOMM) AT BINUS INTERNATIONAL FROM OCTOBER 2ND TO 4TH 2013, THE HEAD OF STUDENT ACADEMY AND KNOWLEDGE, ANDIRA SAID THAT SHE WAS HOPING THAT THE NEXT GENERATION OF THE STUDENT COMMITTEE WOULD BE ABLE TO MAINTAIN THE HIGH VALUES THAT STUCOMM HAS BECOME KNOWN FOR.

The annual event, which was held at the Joseph Widjono Center campus, is a tradition at BINUS INTERNATIONAL which is held to attract new students so that they will join student clubs that will complement their learning experience. Almost every inch of the campus lobby was occupied during the event.

There were dozens of student clubs that participated at the two-hour event. Some of the clubs that participated were Voices of BINUS (VOB), BINUS INTERNATIONAL Music Society (BIMUSI), BINUS INTERNATIONAL Marketing Community (BIMARCI), BINUS INTERNATIONAL Dance Club (BIDC), Binusian Moslem Society (BMS), BINUS INTERNATIONAL Pool of English Debaters (BIPEDS), Association Internationale des Etudiants en Science Economique et Commerciale (AIESEC), BINUS INTERNATIONAL Computer Society (BINARY), BINA NUSANTARA International Japanese Club (BINJAC), BINUS INTERNATIONAL Basketball Club (BIBO), and STUCOMM.

The BINA NUSANTARA English Society (BEST) stand had the most visitors at the event. The club has maintained its popularity just like previous years as the students' favourite club.

Andira added that it would be good if 2017 BINUSIANS would join in every club at the 2013 Club Expo. The third-year student was convinced that there would be a lot of positive outcomes by joining a club, starting from learning how to be responsible with their job descriptions, and developing professionalism and commitment.

During the event, which took a whole month to prepare, the Voices of BINUS and BINUS INTERNATIONAL Music Society added more excitement to the event by performing songs to entertain all of the participants at the event. [KF]





INDONESIA IS A BEAUTIFUL COUNTRY WITH LOTS OF CULTURE. THAT'S WHAT URGED ME TO ENGAGE IN AN EXCHANGE STUDENT PROGRAM AT BINUS INTERNATIONAL. I DIDN'T REGRET MAKING THE CHOICE, AS I REALLY LIKE THE ATMOSPHERE AT BINUS INTERNATIONAL. BESIDES, MY PRESENCE HERE IN INDONESIA IS PROVES THAT INDONESIAN PEOPLE ARE TRULY FRIENDLY. THIS IS ALSO A PLACE WHERE PEOPLE LIKE TO HELP EACH OTHER."

GETTING UP CLOSE WITH ELINE DIANA KLOOSTERMAN

An Exchange Student from Saxion University Enschede, in the Netherlands

Becoming a student ambassador in an exchange student program is what every student dreams of, as it is a noble task in which one will represent his or her nation. An exchange program provides the opportunity to introduce our country to the international world.

BINUS INTERNATIONAL hosts students through a successful exchange program. INNOVATION got the chance to interview one of the students from the Netherlands, a country famous for its windmills. The presence of the beautiful Eline is reminiscent of the natural beauty of tulips.

Eline Diana Kloosterman is an exchange student from Saxion University Enschede, currently studying at BINUS INTERNATIONAL from October 2013 to February 2014. Eline, who is taking Textile Engineering as her major at Saxion University Enschede, is now taking Fashion Management at BINUS INTERNATIONAL to continue her study.

Eline was required to take one semester of study abroad as part of the requirements to graduate from Saxion University Enschede. Indonesia was her first choice, and she picked BINUS INTERNATIONAL as her school destination in the country.

Prior to commencing her study at BINUS INTERNATIONAL, Eline said that she did not experience nervousness because she had heard that Indonesians were friendly people. Different strokes for different folks. This old saying is what represents the feeling Eline is experiencing. To INNOVATION, she said that she found many differences between the Netherlands and Indonesia, especially in the dress code. In her view, the dress code at BINUS INTERNATIONAL is quite strict. It is quite different when compared to her country of origin.

In spite of this, Eline said that she was enjoying all the changes she is now experiencing at BINUS INTERNATIONAL. "This university provides me with many benefits. First, of course all the knowledge I've been gaining. I'm very happy to be able to study from a different perspective. The lecturers are really helpful as they keep motivating me, making all the learning processes become easier. I love the atmosphere on the campus. Everybody wants to help and they are truly friendly," she said when asked her impression of studying at BINUS INTERNATIONAL.

Eline also called on overseas students to join an exchange student program in Indonesia. "Join for the experience. Indonesia is a beautiful country with friendly people!" she said. [KF]

The internet and other supporting features have made gadgets become more interesting. The supporting features were made possible because of software developments. At present, new software companies have been improving the ways in which technology has made life more efficient.

In developed countries, someone with software-making skills will be considered smart and have a good career. So it is not surprising that IT departments, especially in the software engineering major at universities, have gained much interest from local and international students.

A studying method that consists of theories and practices in the software engineering field, and references and knowledge sharing from experienced people in the field are expected to improve the students' ability in understanding and mastering the ways to create software.

TECHNOLOGY HAS A MORE SIGNIFICANT ROLE IN MODERN LIFE, GIVEN THE UBIQUITY OF MOBILE PHONES AND COMPUTERS. THESE GADGETS SUPPORT COMMUNICATION, TRANSPORTATION, MAKING TRANSACTIONS, PLAYING GAMES, READ NEWS, AND MANY OTHER FUNCTIONS.

Such steps are being taken by BINUS INTERNATIONAL for the Computer Science major's students. Three former engineers from Silicon Valley, in the United States of America, Aditya Herlambang, B.Sc., M.Sc. (CTO Shopious Indonesia), Adrianus Benny Tjia, B.Sc. (CEO Bornevia) and Hendry Rusli, B.Sc. (CEO Code-O Solutions), came to BINUS INTERNATIONAL for the 2013 Build Conf Indonesia event titled "The First Indonesian Workshop by Silicon Valley Graduates."

The experience sharing and workshop were held from October 7th – 9th 2013 at BINUS Senayan Joseph Wibowo Center and were attended by students and professionals from the programming world.

During this occasion, the speakers shared knowledge on the best web technology development that can be used to create websites and mobile applications.

Furthermore, the participants were also taught how to directly program simple applications which can be useful after the workshop. Programmers could later expect to be involved in operating systems such as: IOS, Github Social Coding, Amazon web services, Bootstrap, NGINX, Backbone.JS, mongoDB and CodeIgniter.

"I'm very satisfied with the event. The participants were very enthusiastic and eager to find more information about the materials delivered during the event. Even during the break, there were many of them who came over to the speakers to ask questions. There wasn't any hesitation to ask. I would like to thank BINUS INTERNATIONAL, which has been very cooperative, and I received perfect room facilities," said Adrianus in an interview with INNOVATION.

BINUS INTERNATIONAL

HOLD WEBSITE AND MOBILE APPLICATIONS CREATION WORKSHOP BY FORMER SILICON VALLEY ENGINEERS

Teuku Aulia Geumpama, the Program Coordinator – Networking BINUS INTERNATIONAL, explained how proud he was that the Silicon Valley engineers and international IT practitioners, despite not graduating from BINUS INTERNATIONAL, had decided to hold their first event at BINUS INTERNATIONAL. Aulia believes that this shows that BINUS INTERNATIONAL is gaining international recognition and exposure. Furthermore, the three speakers also collaborated with the lecturers of information technology at BINUS INTERNATIONAL as co-coaches during the event.

"Hopefully this workshop can become a platform for BINUS INTERNATIONAL's students and professionals to gain more knowledge of software," explained Raymond Kosala (Head of Program – Computer Science, BINUS INTERNATIONAL). [KF]



The system and format of Intellectual Property (IP), which are getting more complex, can impact the socio-economic aspect of a country.

To learn more about how the challenges, opportunities and risks can turn into solutions to problems and how Intellectual Property (IP) can impact the socio-economic aspect of a country, BINUS INTERNATIONAL through BINUS Innovation Center held a Panel Discussion on Intellectual Property (IP) on Monday, October 28, 2013 on BINUS Senayan Campus – The Joseph Wibowo Center.

Aside from being designed for students, the event that was moderated by Dr. Gajendran Kandasamy (manager of BINUS Innovation Center) was also open to public.

The panel discussion featured 3 Intellectual Property (IP) practitioners with their respective expertise. They are Stefan Wagner (ESMT Innovation & IP), Andreas Schwab (Iowa State, Organizational Learning) and Kin Wah Chow (Partner, Rouse IP in Emerging Markets).

Stefan explained that the use of patent system is common. However, in this era of globalization it is becoming a complicated system that demands more attention so a venture corporation can be on the right track continuing to innovate on the business competition.

NOW A DAYS INTELLECTUAL PROPERTY (IP) HAS BECOME A PHENOMENON FOR COMPANIES, PARTICULARLY THOSE IN THE FIELD OF RESEARCH & DEVELOPMENT (R&D), IN WHICH THEY DEMAND COPYRIGHT OR PATENT TO PROTECT THE IDENTITY OF THEIR COMPANIES.

GAINING MORE INSIGHT INTO THE ROLE OF INTELLECTUAL PROPERTY (IP) FOR COMPANIES

"An example in the mobile phone industry is where Samsung had to pay some money to Apple because Samsung unconsciously copied many Apple's features," Stefan explained.

"Intellectual Property (IP), which should help protect the identity of a company and give the authority for innovation, is becoming a challenge as Intellectual Property (IP) turns to be useless due to the globalization influence, unexpected bureaucratic process, pressure from reputable competitor on a product that is not very developed, and slow examination from patent office," Andreas revealed.

"R&D companies in Southeast Asia including Indonesia see the operational concepts on Intellectual Property (IP) is deemed to be important. For that reason, adequate knowledge and training on Intellectual Property (IP) is necessary," Kin Wah Chow added.

In supervising and managing aspects and regulation of issuing patent, Indonesia takes Trade Related Aspects of Intellectual Property (IP) Rights (TRIPS) agreement as the reference.

"May this panel discussion provide benefits to participants in understanding patent of a work and its function that protects a company in doing business," Dr. Gajendran hoped. [KF]

With Binusian Muslim Society (BMS)

Let's Give Blood to Our Brothers and Sisters

SUTAN RIEZA ABDILLAH CLOSED HIS EYES AS THE NEEDLE WAS ABOUT TO BE INJECTED. THE EMPLOYEE OF BINUS INTERNATIONAL WAS LYING IN BED TO HAVE BLOOD DRAWN BY THE INDONESIAN RED CROSS (PMI). RIEZA'S FRIENDS GATHERED AROUND THE BED TO WITNESS THE BLOOD DONATION PROCESS AND WHISPERED ENCOURAGING WORDS AS RIEZA GRIMACED AS THE NEEDLE PRICKED.

With other staff, Rieza was one of the donors at the blood donation held by Binusian Muslim Society. The event, which was held on Wednesday, November 6, was the first collaboration program between the Binusian Moeslem Society and the PMI Tangerang branch.

"This is the first event held by Binusian Moeslem Society to commemorate Idul Adha. Last year, we held a campaign with the activity of donating materials. This year, we want to give a different nuance. We also don't want to limit the category of donors. It is open for all students and the big family of BINUS INTERNATIONAL, be it lecturers or employees," explained Achmad Zaki Robani, a student majoring in computer science. He took the role of project leader at this blood donation program.

Zaki added, "As a matter of fact, we had difficulty in holding this blood donation because of the PMI's full schedule for the Jakarta area until the end of 2013. Thus, we rushed ourselves to contact PMI Tangerang branch. Alhamdulillah (praise the Lord) that all the obstacles could be overcome."

This blood donation got an enthusiastic response from the BINUS INTERNATIONAL family. The number of participating donors reached 75 out of the 100 targeted during the opening of the registration, which was held for a further two weeks.

As for Rieza, he admitted that despite the pain of the needle prick, he was happy to have participated as the blood donor at this event. "My arm was a little sore after having the blood drawn, but I'm glad to have been able to help people who need a blood donation. Insya Allah (God willing) it all counts towards entering heaven," Rieza said. [KF]





ASEAN member countries are demanded to get ready for facing such a stiff competition in efforts of creating more dynamic and competitive ASEAN. As one of the ASEAN member countries, Indonesia with its huge population must continuously increase the quality of human resources. The free market competition will become a challenge that Indonesian young generation is to be facing.

To prepare the young generation to face such a global challenge, BINUS INTERNATIONAL students held RYLC- Regional Youth Leader Conference 2013 on Wednesday, November 6, 2013 on BINUS Senayan Campus - The Joseph Wibowo Center. The theme featured at this year's event was "Seize Opportunity in ASEAN Economic Community 2015" with sub-themes Business in ASEAN, Creative Industry, Intercultural Communication and Economic Sustainability.

The one-day conference was comprised of several sessions with speakers from multinational companies having their presence in Indonesia. Each of the speakers delivered their presentations in correspondence with the respective sub-themes. In this opportunity, all the speakers shared their views and researches on the ASEAN free trade market 2015, and how the education curriculum should play its role in equipping the knowledge and shaping the characters that can lead to giving birth of creative, quality and innovative youngsters to face the free trade market competition.

In addition to the participation of BINUS INTERNATIONAL students, this conference was also opened to public. The event was moderated by Gajendran Kandasamy, manager of BINUS INTERNATIONAL Innovation Center, and started with a panel

discussion on Business in ASEAN presenting such panelists as Jusuf Sjarifudin, president & CEO of PT Jati Piranti Solusindo (JATIS), Yorinda YAP, Commonwealth Bank area wealth management specialist, and Arielin Makamanga, PT BMW Indonesia training manager.



Meanwhile Paulus B. Suranto, general manager of Triumph Motorcycles Limited, the UK, presented the sub-theme Intercultural Communication; Joseph Tan, CEO of L&A Indonesia with the sub-theme Creative Industry; and Muhammad Ariono Margiono, BINUS BUSINESS SCHOOL faculty member, and Ledy Simarmata, PT Freeport Indonesia superintendent corporate communication presented the sub-theme Economic Sustainability.

THE FREE TRADE MARKET AMONG ASEAN MEMBER COUNTRIES WILL BEGIN IN 2015 IN WHICH THERE WILL NOT BE THE BOUNDARIES BETWEEN COUNTRIES. THIS FREE TRADE MARKET IS ALSO KNOWN AS ECONOMIC COMMUNITY 2015, WHICH WILL LEAD TO THE STIFF COMPETITION IN THE TRANSACTIONS OF GOODS AND SERVICES, INVESTMENT, FOREIGN INVESTMENT AND HUMAN RESOURCES COMPETENCIES.

"This is the fifth Regional Youth Leader Conference held by BINUS INTERNATIONAL since 2009. We hope after listening to what all the speakers has presented, the young generation can prepare for themselves better in facing the ASEAN free trade market 2015," said Billy Samuel, a student majoring in international business. He was trusted to take role as the project leader for the event of Regional Youth Leader Conference 2013.

Billy added, "Besides enriching the knowledge, this activity is also a means for us to develop our soft skill. Through this event, we are introduced to the world of industry, and motivated to take responsibility in managing the running of the event."

The event was closed with Saman Dance performance by students joining the BINUS INTERNATIONAL Dance Club (BIDC). (KF)

REGIONAL YOUTH LEADERSHIP CONFERENCE RYLC 2013

"Seize Opportunity in ASEAN Economic Community 2015"



BINUS INTERNATIONAL Brings in a Colonel to Train 32 International Business Students

They plan lessons, teach well and evaluate the results. Quality learning is dependent on the selection of teaching methods, the availability of media and the physical and psychological readiness of students.

Lecturers must continuously develop their academic skills in line with the development of global industries. They must be objective and unbiased while understanding the different needs of each student.

BINUS INTERNATIONAL School of International Business held a workshop on Leadership and Motivation on October 18, at BINUS Senayan. The event aimed to increase the capabilities of students through learning activities in the business program.

Academically, International Business has quite different requirements from other programs in that students who cannot achieve a minimum 2.0 GPA in their second year must resign.

"One thing that needs to be remembered is that we, the lecturers of International Business, never want our students to resign just like that. We will employ initiatives to motivate them in order to keep them in their study. There are many aspects to be considered; among others are their backgrounds, what led them to their achievements, and how to enhance their motivation in study so they can catch up when they fall behind. We are aware that there are many factors behind all of this," Atur Tetty Lubis, a faculty member of the School of International Business, told *Innovation*.

The two-hour event featured Colonel DR. IR. Rudy Agus Gemilang Gultorn, M. Sc - National Defense Institution (LEMHANNAS) of the Republic of Indonesia, and a colleague at the Chevening Alumni Network - as the speaker who delivered three sessions titled Leadership, Motivation and Teamwork. Despite coming from the military world, Colonel Rudy's presence did not inspire participating students to join the military. His flexible attitude and charismatic personality created the ambience of a fun workshop with strong educational values.

IN PERFORMING HIS OR HER DUTIES, A LECTURER IS BOUND TO THEIR ESSENTIAL OBLIGATION, WHICH IS TO EDUCATE THE STUDENTS. THE OBLIGATION IS DRAFTED IN ACCORDANCE WITH THE METHODS THAT BEST ACHIEVE LEARNING PROCESS GOALS.

When asked why she chose this speaker, Tetty said, "This workshop is designed for International Business students to become more motivated to live a disciplined life. For that reason, we concluded that the right profession for the speaker at this workshop would be someone from the military world who epitomizes discipline, leadership and motivation."

Tetty consults with Karen Imam, who is in charge of overseeing students with low GPA and offering consultation on how to improve their grades, to supervise the changes in students through their mid semester results. In the event that the students do not give positive signals, the school will intervene among lecturers with the respective students.

At the end of the event, Tetty expressed her hope that the students would not regret later in life because of their current lack of motivation in the learning process. (KF)



'BRUNCH WITH THE EXECUTIVE DEAN; INTERNATIONAL EDUCATION FOR AN INTERNATIONAL CAREER' WAS HELD AT BINUS INTERNATIONAL'S MAIN LOBBY ON SUNDAY, NOVEMBER 10, 2013.

BRUNCH WITH THE EXECUTIVE DEAN: "BINUS INTERNATIONAL serves not only as the source of materials but also morals. That's our commitment."



The event, which is held three to four times per year, received a warm welcome from participants, the parents of BINUS INTERNATIONAL's prospective students. Also attending the event were some active students who have already begun their careers; such as Rianti Dwiastuti, student of Fashion Management – BINUSIAN 2015; Angkasa Ramadhan, student of Film – BINUSIAN 2014; and Raymond Baruna, student of Hospitality & Tourism Management – BINUSIAN 2014.

Alumni of BINUS INTERNATIONAL who have successfully shaped their career in the international arena also shared their experiences with the parents of the prospective students. Among the alumni coming to the event were Fiona Angelina who works at Commonwealth Bank and has also earned a scholarship from her work; and Yanestasia Anggraini who works at IBM Indonesia.

The objective of the event is to show the parents of prospective students that graduates of BINUS INTERNATIONAL are capable of spreading their wings in the international arena with the international standard of education gained during their academic programs.

BINUS INTERNATIONAL's Executive Dean, Firdaus Alamsjah Ph.D, conducted a Q&A session with not only the students and alumni of BINUS INTERNATIONAL, but also using current technology, he interacted with overseas alumni of BINUS INTERNATIONAL through Skype.

"BINUS INTERNATIONAL is very supportive to my career in the world of fashion. The crystal clear example is my participation in the Jakarta Fashion Week 2014 themed 'Urban Myths: The Mystical Borneo'. Compared with the fashion majors from other universities in Indonesia,

there has not been even one university that gives such a golden opportunity to their students. If there is, it is usually to post-graduates, not undergraduates. I feel so appreciated. BINUS INTERNATIONAL doesn't undermine my goals," said Ranti, a student of fashion management at BINUS INTERNATIONAL. She is currently in her fifth semester.

"This is our real commitment, in that we don't only limit ourselves to serving from a material perspective, but we also embrace the parents of prospective students in a moral manner. It would be rare to see a university operate in a similar way as BINUS. That's what distinguishes us from others. We want the university to work hand-in-hand with parents of prospective students, accompanying the students of BINUS INTERNATIONAL to the front gate of their career goals," said Christian Chandra, head of Admissions. [KF]

JAKARTA FASHION WEEK



"JAKARTA FASHION WEEK 2014 WITNESSES THE MASTERPIECES OF BINUS INTERNATIONAL'S STUDENTS"

B



THE FASHION MAJOR AT BINUS INTERNATIONAL WAS ESTABLISHED IN 2010 AND IS THE FIRST UNDERGRADUATE STUDY IN FASHION EDUCATION IN INDONESIA, FEATURING TWO PROGRAMS, NAMELY, FASHION DESIGN AND FASHION MANAGEMENT.



fashion

Jakarta Fashion Week is the biggest and most-anticipated fashion event in Indonesia. The allure of this prestigious event draws the attention of fashionistas from not only the archipelago, but also from around the globe. Thus, this event should be the benchmark for fashion development in Indonesia.

After achieving success at Jakarta Fashion Week 2013 with 'Hyperculture', which was inspired by woven fabric motif designs from Lombok, BINUS INTERNATIONAL Fashion Design and Fashion Management Program returned to Jakarta Fashion Week 2014, held on Sunday, October 20, 2013.

This year's theme was 'Urban Myths: The Mystical Borneo', which was inspired by fabric motif designs from Kalimantan. BINUS INTERNATIONAL students conducted research in East Kalimantan as a means of preparing for the show. During the research, the students managed to meet members of the *Dayak Benuaq* and *Dayak Bahau* tribes to get a stronger insight into the local culture, as well as engaging in discussions with local weavers about the elements of traditional myths that could be adapted into clothing patterns.

"The seven-day stay in East Kalimantan was carefully prepared; as the students gained a lot of knowledge from local weavers about the making of apparel, and how to apply the natural beauty of the flora and fauna as the inspiration in designing ready-to-wear clothing for this Jakarta Fashion Week 2014," Ratna Dewi Paramita, program coordinator of Fashion Management at BINUS INTERNATIONAL.

The participation of BINUS INTERNATIONAL Fashion Design and Fashion Management at Jakarta Fashion Week over the last two years is seeking to enhance the students' talents and benefit from using local tropes in the Indonesian fashion industry.

On this occasion, BINUS INTERNATIONAL featured 68 contemporary fashion designs for ready-to-wear clothing. "All of them are the masterpieces of 13 students from Fashion Design and Fashion Management at BINUS INTERNATIONAL. The students, who are in their fifth semester, are Gendis Mayangsari, Riani Dwianjuri, Ives Valenta, Anisa Putri, Claresta Pitojo, Natasha Amanda, Kezia Silamu, Hana Fathana, Zanetha Labianka, Zilian, Widy Rahmawati, Risyia Nova Permata Sari and Priscilla Naoli," explained Amanda Prihatomo, program coordinator of Fashion Design at BINUS INTERNATIONAL.

The fashion major at BINUS INTERNATIONAL was established in 2010 and is the first undergraduate study in fashion education in Indonesia, featuring two programs, namely, Fashion Design and Fashion Management. Both programs enable students to earn dual degrees in four years without having to go abroad.

The dual-degree program for the fashion major at BINUS INTERNATIONAL collaborates with Northumbria University (United Kingdom). This reputable university has the oldest fashion program in the United Kingdom.

In maintaining the quality of learning, the audit team from the partner university visits BINUS INTERNATIONAL to deliver workshop and assessment for the students and lecturers. (KFI)



> N)



HELLO BINUSIAN! 2013 WILL END SOON AND WE'RE USING WHAT'S LEFT FOR A HOLIDAY, STARTING WITH CHRISTMAS AND ENDING WITH THE TRUMPET SOUNDING TO MARK THE BEGINNING OF 2014.

With so many people taking vacations at this time of year, INNOVATION wants to talk about holiday preparation. But before we go any further, let us ask you a question: have you finished your work load or campus tasks? Come on, get them done and enjoy your right to have a new year holiday.

Okay, back to the topic of New Year Holiday!

This time around, many industries have prepared for the increase in the number of tourists. The one anticipating the biggest rise is the airline industry, who have been promoting affordable fares to many local and international destinations. Meanwhile, several cities in Indonesia are preparing themselves for New Year's Eve celebrations. Jakarta for example. There's no need to get out of the capital city come holiday time. Hotels in Jakarta are promoting their special Christmas and New Year rates as well as interesting programs. The malls are decorated with Christmas ornaments, Santa Claus performances, unique crystal exhibitions and special holiday discounts. The parks, Ancol and TMII respectively, are planning fireworks displays and concerts packed with well-known celebrities for New Year's Eve.

GOODBYE 2013, HELLO 2014!

If that isn't enough, some will go to the Thousand Islands and spend their last night of 2013 there. If you want to go out of town, but not too far, try exploring the Thousand Islands.

For those who want to go a little further away, don't worry about wrecking your budget. There are destinations which can offer affordable prices. Jogjakarta, Semarang, Bali and Lombok are good options when you're thinking about travelling backpacker style. Outside of the train or airline ticket and hotel fare, these four cities are economical enough to be included in your year-end holiday plan.

One thing is for sure: Year-end holidays are for everyone. Enjoy the party and the fireworks, or feel the solemnity of the beach. Welcome the first sunrise of 2014 with a new spirit.

Whatever your plan may be, what's more important is what kind of person will you be in 2014? Let's plan to be better people. So, before we officially enter 2014, let's pray and say our wishes silently.

See you in 2014.

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Caroline Herlina

SOCIABLE, INTELLIGENT, ELEGANT AND ACTIVE IN MANY ORGANIZATIONAL ACTIVITIES – THESE TRAITS DESCRIBE CAROLINE HERLINA. ALTHOUGH SHE HAS HER BUSY DAILY ROUTINE, THE BINUS INTERNATIONAL MARKETING STUDENT IS STILL ABLE TO SPARE TIME FOR FAMILY AND FRIENDS, AS WELL AS SOCIAL AND RELIGIOUS ACTIVITIES.

Behind her elegant appearance, the first daughter of Henoh and Desie Herlina is a firm character when deciding whether to say YES or NO. Her abilities in debate and critical thinking have led to the 22-year-old student achieving various internationally acclaimed awards.

INNOVATION decided to get more information on this young lady who is currently in the middle of finishing her thesis. The following Q+A are excerpts from the interview. Enjoy reading!

Q: What made you choose to study at BINUS INTERNATIONAL?

A: In the beginning, I wanted to further my study in Australia. But later, after much consideration, I decided that I'd better study in Indonesia first before continuing my graduate program in Australia. Having made my decision to take my undergraduate program in Indonesia, I made a firm choice to enroll in a university with an international standard curriculum. That's what made me choose BINUS INTERNATIONAL as a study destination. There were many reasons for opting for BINUS INTERNATIONAL: among others were its international curriculum, English as the language of instruction and the university's overseas exposure. Moreover, BINUS INTERNATIONAL has a global wide network. One day I did some browsing on the Internet and I found statistics indicating that 90% of BINUS INTERNATIONAL's alumni work in multinational companies. That's the primary reason for me joining BINUS INTERNATIONAL.

Q: How do you feel being part of BINUS INTERNATIONAL?

A: I respect the education I have received from BINUS INTERNATIONAL, but what will determine me to be successful or not in the future lies in my efforts and hard work. I have enjoyed the time I have spent here in the presence of fun friends, instructors with experience of working and studying overseas, productive classes, and the use of English in our text books and resources.

Q: What are your current activities?

A: I have completed the first month of finishing my thesis. In addition, there are two subjects that I still have to complete, and I'm also doing my internship at P&G.

Q: Out of the many activities you are now undertaking, are you facing any obstacles?

A: Initially I only wanted to focus on my thesis and the two outstanding classes, but things changed when I got an internship offer. This situation led me to seek a consultancy, and thank God I haven't found any obstacles thus far. I sometimes feel tired but it's nothing compared with the enjoyment of all the work I do. This is my own choice, with no external force. So, I keep motivating myself to stay committed with the hope that my hard work will later bear fruit.

Q: Your sociable personality must have led you to win many friends. This is not to mention the various competitions you have participated in. Surely you must have met many friends from different university backgrounds? What are the strengths of BINUS INTERNATIONAL that your friends do not experience at other universities?

A: When interacting with outsiders, there are still many who are not familiar with BINUS INTERNATIONAL. They know more about regular BINUS. This nevertheless is not something that discourages me. I always express my thankfulness when meeting with many friends from various universities, and I'm aware that English proficiency is what strengthens the quality of students at BINUS INTERNATIONAL. A little example of this is at the place where I'm currently doing my internship. I often encounter workers who use English in their daily routine. I rarely find difficulty in interacting with them. This way I feel more confident in expressing my views.

Q : A while ago you were named among the top 10 in the Young Leaders for Indonesia competition. Can you tell us more about Young Leaders for Indonesia?

A : Young Leaders for Indonesia is a program themed around leadership which was established by the Young Leaders for Indonesia Foundation. The event has been held for the last five years, and is supported by McKinsey & Company, a US-based consulting firm. I participated in the event as a candidate. For qualification, the chosen candidates must be domiciled in Asia, earn above 3.3 GPA, and be enrolled in semester 3 or 4. There were around 600 students that had registered for this year's event, but the number of students was reduced to 60 after the selection process. I was the only BINUS student among the 60 selected participants.

Q : How did you find out about Young Leaders for Indonesia?

A : I acquired the information from a senior who is also a member of BIPEDS (the debating society) at BINUS INTERNATIONAL. I was urged to register by sending my CV along with an essay I wrote about leadership experience. Later, someone from Young Leaders for Indonesia interviewed me by phone. The 60 candidates who had passed the selection were announced. The event took six months, from April to September 2013, comprising of three forums. The first one took place in April, requiring a two-night stay at the Grand Kemang Hotel. This forum taught us about 'how to lead yourself'. Reputable speakers such as Anies Baswedan and Sandiaga Uno attended the forum. Next, we had to do a two-month leadership project, in which each of us had to present a project at the beginning of July. At the second forum, we were taught about 'how to lead a group' in addition to presenting the projects we were assigned at the first forum. The event also included the election of 'the best leadership personality' based on the existing projects. Two winners were chosen, one through the voting and the other through the assessment of judges. I was the winner through the voting! the assessment of judges. And I was the winner through the voting.

Q : Why do you think you were voted as the winner?

A : They chose based on the messages delivered in my presentation. I created a project with social value titled 'Bridge of Hope'. The objective of the project is to aid a foundation that helps children. I had done a survey before commencing my project, and I chose *Lumba-Lumba*, a social foundation for children of fishermen located in Cilincing [a sub-district of North Jakarta]. Aware that the project demanded full concentration and that it was unfeasible to do it alone, I asked some friends from BINUS and outside schools to hold fund-raising activities. I was so lucky to have been able to recruit 50 people not only from Jakarta but also from outside the city. The Bridge of Hope agents had the responsibility of helping to disseminate information about the *Lumba-Lumba* Foundation. One activity was making coupons which we sold at Rp 10,000 each. This really paved the way for us to collect donations.

Q : What urged you to launch such a campaign?

A : I launched the campaign through online and print media, starting from making the fan page of Bridge of Hope on social media. During the campaign, I thought that it would be difficult since public hadn't heard of the Bridge of Hope Foundation. It needed branding. So, we made a video narrating what lies behind the establishment of Bridge of Hope. Then for a month I continued making posters and testimonials highlighting why we should help this foundation. In brief, the foundation helps 120 children aged 6 to 7. They are the children of fishermen. The children are facing difficulties in doing their homework because no one teaches them at home; since their parents are illiterate. Their sad condition urged me to take a meaningful step to help them. I wondered to myself how long Indonesian children are going to live with illiteracy. I stayed optimistic because I knew there are people out there who would help but they didn't know how to launch the right campaign to raise funds. My campaign really facilitated this. Costing only Rp 10,000 for a coupon, they can help educate the nation, and help take Indonesia to the next level.

Q : How about the funds? Did Young Leaders for Indonesia provide it?

A : We made our own efforts to collect the funds, with no intervention from Young Leaders for Indonesia or any party associated with it. Our online campaign led us to collect the funds with the help of volunteers. For a start-up, we made the Rp 10,000 coupon. We really did strive to sell these coupons. We were so grateful that we didn't generate much expense, only a couple of hundred thousand rupiah. Unexpectedly, the 50 Bridge of Hope agents spent Rp 250,000 each from their own pockets. With the profit that resulted from the sales of the coupons, we successfully managed to collect Rp 85,000,000 in just two months.

Q : What did your parents think upon seeing your achievements?

A : My parents are really proud of me. However, they always remind me to give thanks to God, as He has given me all the opportunities. We shouldn't be arrogant or let our pride become an obstacle, because every human being must experience ups and downs. I have always thought that anything can be gained with hard work. Perhaps other people only see someone's success, but they don't always see the struggle that particular person endured in order to realize that goal. As for me, when my friends want to hang out after school, I go home to prepare for the subjects for the next day. Especially during exams, I put aside hanging out with friends and instead opt for staying focused on the exam. All in all, I consider myself a person with many plans; and therefore I have to follow my own schedule.

Q : Have you ever experienced something in life which was a slap in the face?

A : Yes, I have. It was when I was still in senior high school. I was once a lazy student who didn't care about my study progress or even examinations. My laziness led me to get bad grades. I was so ashamed about my grades and started to get a grip on changing myself. I was gradually learning to be a responsible person. In my effort to make a positive change, I joined a debate club at the school. I was so lucky and I took a lot of positives from joining the club. I became more aware of issues happening in the real world. In addition, I started reading a lot and thinking in a more structured way.

Q : Do you have any advice for BINUS INTERNATIONAL students who are still in doubt about actualizing themselves?

A : My advice? First is to be able to motivate yourself so that you can gain achievements in various fields. Such a motivation will lead to the willingness to study hard. The motivation must come from inside you. Once you choose a field of study, try to stay committed to it. Don't switch too often - otherwise our knowledge will not be honed. Be aware that a successful person possesses three general characteristics: energy, intelligence and integrity. The other advice is not to get satisfied with the ordinary. You cannot become developed unless you face new challenges. Believe me, God wants us to be winners.

Q : What would you like to say to your parents?

A : Mommy and daddy, I'm so grateful to have had you as my supportive parents. Since I was at an early age, you have supported me toward becoming a person that relies on God. You never intrude upon my life with your intuitions but instead you always help me stay on the right path with your prayers. Even when I am down, you are still there to help. Besides my parents, my two younger siblings are also supportive. All in all, my family makes me feel more confident. In times when there are people bringing me down, my family at home is always there to lift up my spirits.

Q : Any words that you want to say to BINUS INTERNATIONAL?

A : I'm very thankful to BINUS INTERNATIONAL for being very supportive. During my competition, the school gave me a full support from the beginning to the end of process. They are very caring. Such a supportive attitude is very rare to be found at other universities. There are universities that lack support for their students who engage in competitions, even though what the students do brings the schools' fame. I feel that BINUS INTERNATIONAL gives not only academic but also non-academic support to its students. [KF]



In this event, BINA NUSANTARA provides the opportunity for employees to create new innovations for BINA NUSANTARA, with the objective of achieving the goals of BINUS 20/20. Various new breakthrough thoughts were presented by employees who desired to help make BINA NUSANTARA even better in the future.

The event, which has been held every year since 2003, attracted 520 registrants comprising 104 groups. Innovation and Enterprise 2013 went through several phases that participants had to pass. The first phase filtered participants via several tests and presentations on their innovations. After going through a fairly strict selection and assessment process, the board of judges selected the top 15 groups which advanced to the second phase. Eventually, the top 15 were narrowed down to three groups competing for first, second and third place.



Innovative Achievements Innovation Enterprise Award 2013

The board of judges consisted of Bernard Gunawan, the CEO of BINA NUSANTARA, Stephen Wahyudi Santoso, BSE, M.SIST, the coach chairman of the Innovation and Enterprise Award and a managing director of BINA NUSANTARA, George Wijaya Hadipoespito, a managing director of BINA NUSANTARA, Francis Budiraharja Santoso, also a managing director of BINA NUSANTARA, and Ruvinus Lahur, an advisor of BINA NUSANTARA. The board of judges selected the champions based on their abilities to contribute to the betterment of BINA NUSANTARA through their innovations.

Nur Arif and Anjar Donny Prasetyo from Group A & A (BINUS INTERNATIONAL SCHOOL SERPONG - ECY/EL) achieved third place with a presentation called "Infusing Six Pillars of Character Using Reinforcement Techniques on Elementary Students". Agnes Herawati, Lydiawati Kosasih Asala, Siswono and Melania Tresnasari from PROD-MEMBER (BINUS Corporate Learning and Development) achieved second place with their presentation, "My Learning Plan Application for Faculty Members". Finally, Burhan, Siswanto, Maskur and Ade Tajudin from LANDSCAPE (General Affairs) achieved the top prize with their presentation, "Cultivation of Indoor Plants to increase management efficiency and the comfort of work space in BINA NUSANTARA".

INNOVATION IS IMPORTANT TO INDIVIDUALS, COMPANIES AND EDUCATIONAL INSTITUTIONS. TO ENCOURAGE INNOVATION, BINA NUSANTARA PRESENTS AN ANNUAL INNOVATION AND ENTERPRISE AWARD. THIS YEAR, THE GRAND FINAL AND BESTOWAL EVENT WAS HELD IN THE HALL ON THE 8TH FLOOR OF ANGGREK CAMPUS ON TUESDAY, NOVEMBER 26.

"Certainly this is a great activity which develops the culture of innovation and enterprise within the BINA NUSANTARA community, which is in line with the vision of BINUS 20/20. A world Class Knowledge Institution in continuous pursuit of innovation and enterprise. It also fits in with the BINA NUSANTARA tagline, namely PEOPLE INNOVATION. EXCELLENCE." Mr. Gunawan said in his remarks.

Congratulations to all the winners; may all the innovations they have contributed be applied and continuously developed for the advancement of BINA NUSANTARA. And may many more new innovations emerge at the Innovation and Enterprise Award 2014. (BM)



FOLLOWING THE SUCCESS OF THE BINUS AND SEAWORLD PROMOTION A COUPLE OF YEARS AGO, BINUSIAN CARD CENTER RETURNED WITH THE MUCH AWAITED PROGRAM, THIS TIME OFFERING DIFFERENT EUPHORIA DIFFERENT EXPERIENCE IN A DIFFERENT VENUE. THIS ONE ROCKED HARDER!

Join the Quiz and Get Ready for a

FREE TRIP!!!

WATERBOOM!

This family water theme park located in Lippo Cikarang was the destination of the winners of the BINUSIAN Card Center quiz. There were 20 lucky winners, not only students, but also members of staff and their families. Everyone had a chance to win.

Waterboom-Lippo Cikarang was designed to be a world class water theme park bearing an exotic Balinese design concept. The place offers tons of water-related activities and attractions—all of which are interesting, adventure-filled, and suitable for all ages. The green environment around the place really adds to the feeling of being in paradise.

One of the lucky winners of the BINUSIAN quiz, Winda Andari, said she did not expect to win the quiz. The seventh-semester student from the faculty of Design & Visual Communication added that the program distinguished BINUS UNIVERSITY from other universities.

Ita, Waterboom's marketing communication officer, said: "I am very happy with this joint effort, as I feel that both parties really gain from this. For BINUSIANS, they can enjoy the same sensation and facilities enjoyed by all of our guests, but with the advantage of getting a special price, thanks to their BINUSIAN Card. For us at Waterboom, we are happy they have come to our place. I hope that in the future, we can continue building such cooperative efforts, and come up with something even better".

BINUSIAN Card Center Section Head, Hardiyansyah, said that starting in 2014, the event will be an annual program.

"We never stop innovating with our programs because with this program, we can introduce our joint partners and share experiences during while visiting our partners' establishments," Hardiyansyah said.

Hardiyansyah added that the reason why BINUSIAN Card Center chose Waterboom was as a form of appreciation for the consistency shown by Waterboom in its cooperation with BINUSIAN Card Center.

So, what are you waiting for, BINUSIANS? Follow and add BINUSIAN Card Center social media to get the most up-to-date information on interesting discounts when you are using your BINUSIAN Card. See you in our next program. (KF)

Follow Twitter: @binusiancard

Add Facebook: BINUSIANCARD FIAZZ



CURRENT GLOBAL COMPETITION IS DEMANDING THAT EVERY COMPANY CONTINUOUSLY DEVELOPS. COMPANIES ALSO NEED TO BE DYNAMIC, BE ABLE TO QUICKLY RESPOND TO MARKET CONDITIONS, AND INCREASE THEIR PERFORMANCE TO SURVIVE IN THESE CHALLENGING TIMES.

With Binus Center, Test Your Courage in Making Decisions!

A change is a learning process, replacing the old with the new. A change must be planned and managed if regarded as a company's development tool.

The starting point is an awareness to make changes infused into the entire structure of an organization through a change management program. With this awareness, the program will create crystal clear and focused vision that guides it in the right direction.

BINUS CENTER held an enlightening SAP Business Intelligence Workshop on Thursday, November 7 at BINUS INTERNATIONAL's fX campus which focused on the decision-making process in a company.

At the event, Felix Tansula - PT SAP Indonesia's senior partner account manager - talked about learning SAP at BINUS CENTER for SAP Business Intelligence. All the participants, who were professionals, were told how to enhance their

knowledge of SAP Business Objects, what scope they include, and how to use them. They were taught in detail how to translate SAP Business Intelligence from the aspect of the tools to decision-making.

Liem Yordi, an employee of a company in manufacturing distribution, said that his presence at the workshop was to find out about the development of SAP, as he said he had already learned SAP in the previous year. To Yordi, Felix's explanation was detailed and interesting.

Another participant, David, an employee of PT Havia Group, expressed his gratitude, as he felt fortunate that he has the support of his company which is thirsty for knowledge of SAP Business Intelligence. "This workshop is great. I'd say that it could be even better if there was a product demo. This way, users can directly see the practical use of the product," said David. [KF]

BINUS BUSINESS SCHOOL A PIONEER OF EDUCATION HOLDS CFA CERTIFICATION TRAINING PROGRAM IN INDONESIA

A PROFESSIONAL CERTIFICATION IS A FORM OF RECOGNITION OF ONE'S PROFESSIONALISM IN HIS OR HER FIELD. A CERTIFICATE HAS SELLING POWER IN THE LABOR MARKET, AS SUCH A CERTIFICATE EXEMPLIFIES ONE'S QUALITY AND EXPERTISE.

Nowadays, there are many professional certifications available in many diverse national and international institutions. Usually, a certificate issued by an institution also includes a professional title of the particular certificate holder. One of those titles is Chartered Financial Analyst (CFA), which is a prestigious, professional certification in the areas of financial analysis and investment. This certification is issued by the CFA Institute. In order to obtain this certificate, one must pass 3 levels of examinations of 6 hours per level, and he or she must have a minimum of four years of experience in financial and investment decision-making.

In Indonesia, BINUS Business School is recognized as the only education institution to hold the training for the three levels.

Ricky Ichsan CFA, FRM, CFP, ERMCP, CFOS, CRMP was the speaker in the regular seminar titled 'CFA Executive Briefing' held on Tuesday, November 12, 2013 at BINUS' Senayan campus.

According to Ricky, the need to attain the CFA certificate is very high, yet there are around only 150 CFA certificate holders in Indonesia. This is ironic as there are many companies in the financial sector seeking CFA holders in their human resources.

"I admit that obtaining the CFA certificate is very hard, as I experienced some difficulty when I was studying years ago. However, it is true that holding a CFA certificate means holding a wealth of opportunities," said Ricky. [KF]





MARKET SHARE HAND-IN-HAND WITH RISK
AN EXCELLENT OPPORTUNITY FOR
HUMAN RESOURCES FOCUSING ON FRM

FINANCIAL RISK MANAGER (FRM) IS A PRESTIGIOUS DESIGNATION FOR PROFESSIONALS IN THE WORLD OF FINANCE AND RISK MANAGEMENT

M-A-R-K-E-T

At the beginning of 2009, the Global Association of Risk Professionals (GARP), the organizers of the FRM examination drastically changed the exam format. The FRM® degree, which previously could be earned through only passing one test, has since 2010 been subject to the requirement of passing two consecutive tests.

FRM is deemed to be the global benchmark for risk management expertise. FRM was introduced for the first time in 1997. Its fast pace led to around 8,000 people taking the FRM® examination in 2007.

The objective of the BINUS FRM Training program is to help candidates prepare to pass all the parts required in the test. In addition, participating at BINUS

FRM Training enables participants to increase their career opportunities and broaden their network.

Ricky Ichsan CFA, FRM, CFP, ERMCP, CFOS, CRMP was the speaker in the regular seminar titled 'FRM Executive Briefing' held on Wednesday, November 13, 2013 at BINUS' Senayan campus.

According to Ricky, FRM is considered a new field. However, despite its young age, FRM should be thought of as a lucrative field for participants taking the training.

Ricky is aware that the discussions often brought to FRM are about the world of banking. Nevertheless, he is convinced that regardless of the industry a company focuses on, it will lead to the need for market share.

Furthermore, the company will later find all the risks that it has to face.

"FRM plays an important role in a company. Every company focusing on an industrial field will concentrate on the market share. However, increasing market share always goes hand-in-hand with risk. This is an excellent opportunity for those in pursuit of FRM," Ricky explained. [KF]

LECTURERS AT BINUS INTERNATIONAL STILL NEED TO UPDATE COMPETENCIES WITH THE EXPERT FROM SLOVENIA

The more dynamic science developments help form different paradigms in each country. The subject of accounting is one example. Though each country has differences in accounting systems, there are still many common threads.

An accounting report system is necessary to describe, analyze and predict the development of the accounting system. The objective is clear; the presence of accounting classifications can help to quantify differences in the various types of accounting systems among different countries and evaluate the feasibility of making changes.

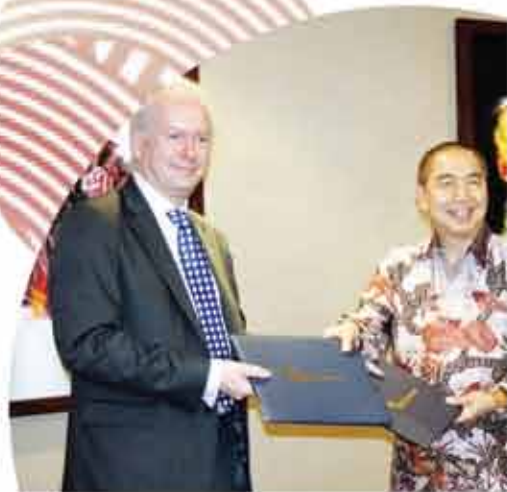
This classification is one reason certain systems have dominant influences, thus helping to make decisions when valuing prospects and solve problems relating to the issue of international harmonization.

To add to the discussion of this issue, the BINUS INTERNATIONAL Research and Development Division held a one-day seminar titled "Developing Research Design in Business and Management Studies". Associate Professor Aljoša Valentini, vice dean for Research and Doctoral Study from the Faculty of Economics, University of Ljubljana, Slovenia, was the speaker at the event held at the Joseph Wibowo Center.

"I asked Prof. Aljoša to come to BINUS INTERNATIONAL because his essay about dividends was published in a top journal and elaborates on the many developments of dividends. It crossed my mind to have his knowledge shared with lecturers in Indonesia, especially with lecturers at BINUS INTERNATIONAL," Yanthi R.L.Hutagaol, director of Research and Development.

Furthermore, Yanthi explained that, in general, research papers on dividends done by lecturers in Indonesia are not as in-depth as the one done by Prof. Aljoša.

"For that reason, I thought that it would be better for us to update accounting science in a global manner. Thus, we can help ourselves move forward," Yanthi concluded. [KF]



BINUS COLLABORATES WITH NORTHUMBRIA UNIVERSITY

WITH MORE THAN 32 YEARS OF INDONESIAN EDUCATION UNDER ITS BELT, BINUS HAS A STRONG REPUTATION AS A TRUSTED EDUCATIONAL INSTITUTION. BREAKTHROUGHS ARE CONTINUOUSLY MADE BY BINUS AS IT MOVES CLOSER TO REALIZING ITS VISION TO BE A WORLD-CLASS KNOWLEDGE INSTITUTION IN CONTINUOUS PURSUIT OF INNOVATION AND ENTERPRISE.

One breakthrough is the program where BINUS INTERNATIONAL collaborates with overseas universities. BINUS INTERNATIONAL has built partnerships with 19 leading universities in Australia, Europe and Asia for the implementation of double degrees, student exchange and master track programs.

Among all the types of partnership with overseas universities, there is one unique partnership, which is the double degree that can be achieved in four years without having to go overseas.

This program is a partnership between BINUS INTERNATIONAL and Northumbria University, one of the leading universities in the United Kingdom. Northumbria University has earned its world reputation from quality alumni who have produced spectacular works, including Jonathan Ive, senior vice president of Design at Apple, Warren Trezevant, animator & creative lead for Dimensional Animation at Pixar Animation, and Adi Panuntun, the founder of the Design & Film Company, Sembilan Matahari.

Students taking programs at the School of Design, such as Art & Design, Fashion Design and Fashion Management can complete their education in Indonesia without having to go overseas. Yet, they will still earn two degrees in a relatively short period.

Northumbria University actively helps the development of the School of Design at BINUS INTERNATIONAL, from the management of learning quality and the application of the curriculum, to the provision of an audit team. At the end of each semester, the audit team from Northumbria University, which is headquartered in the United Kingdom, will visit BINUS INTERNATIONAL to conduct workshops and assessments for students and lectures.

"We are convinced that the international reputation Northumbria University has earned will have a positive impact on the development of the School of Design at BINUS INTERNATIONAL," said Stephen W. Santoso, managing director of BINUS Group. (KF)

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To show appreciation to companies that have implemented the 'Malcolm Baldrige' Criteria for Performance Excellence (MBCfPE), the Indonesian Quality Award Foundation (IQA Foundation) and BUMN Executive Club (BEC) held the Indonesian Quality Awards on Wednesday, November 20, in the Grand Ballroom Kempinski, Jakarta, 13 participants and a number of invited guests attended the ceremony.

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With the awards bestowed upon those companies, it is expected that such an honor can prompt both profit and non-profit organizations to increase their national competitiveness through an increase in performance excellence. The IQA Foundation has the objective of achieving maximum performance from the Baldrige criteria. Baldrige's criteria include a method that can explain a holistic view process of an organization's performance, have opportunities for improvement (OFI), and motivate organizations in sustainable improvement toward achieving maximum performance.

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As one of the organizations, and the only higher education institution implementing Malcolm Baldrige criteria to increase performance, BINA NUSANTARA has participated at this event since 2010.

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Owing to the hard work and support from all the school's board leadership, as well as the trust invested by the public in BINA NUSANTARA's services in education, BINA NUSANTARA earned the 'Performance Excellence Achievement' award for the category of medium scale company and for the category of medium scale organization in the nomination 'Performance Excellence Score Growth Achievement'.

BINA NUSANTARA EARNS INDONESIAN QUALITY AWARD 2013

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The Indonesian Quality Award has been held 9 times since 2005. This year, there were 13 organizations - from medium to big scale - taking part at this event. There was one higher education institution (education sector), 7 medium scale organizations (business sector) and 6 big scale organizations (business sector).

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BINA NUSANTARA expressed its gratitude for the recognition and award. With the two awards, BINA NUSANTARA will continue to increase its organizational performance to provide our educational services to the public. (JR)

CONGRATULATION FOR INNOVATION SILVER WINNER

Category
The Best of University
Inhouse Magazine (InMA) 2014

