

History of IM TELKOM

Institut Manajemen Telkom (IM Telkom) or Telkom Management Institute is a university run by *Yayasan Pendidikan Telkom* (YPT) or Telkom Education Foundation. YPT Board of Trustees, ex-officio, are the board of Directors of PT. Telekomunikasi Indonesia, Tbk (PT. Telkom). IM Telkom was established as a form of corporate responsibility of PT. Telkom as a Good Corporate Citizenship that wishes to contribute to the effort of educating the nation of Indonesia.

IM Telkom is currently holding: 1 (one) post-graduate program, 5 (five) strata-1 (bachelor) programs, and 1 (one) diploma-3 program. The campus of IM Telkom is located at three different places, namely: Gegerkalong campus, Setiabudi campus, and Dayeuh Kolot campus. The three campuses are located in Bandung. The number of students who study at IM Telkom in 2010 is about 5000 active students from all parts of Indonesia and international students from several foreign countries.

Chronological Developmnt of IM Telkom

Previously named MBA-Bandung, *Institut Manajemen Telkom* (IM Telkom) or Telkom Management Institute was first established in 1990; it is then changed into *Sekolah Tinggi Management Bandung*(STMB) in 1994. Later it was renamed *Sekolah Tinggi Manajemen Bisnis Telkom* (STMB Telkom) in 2004, before eventually transformed into *Institut Manajemen Telkom* (IM Telkom) in 2008. The first campus of MBA-Bandung is Buildings H & I of Telkom Education and Training Center, which is located at Jalan Hilir Gegerkalong 47 Bandung.

MBA-Bandung organized the program of Master in Business Administration, the first in West Java, ahead of similar programs that later on were organized by state universities in Bandung. At the beginning of its establishment, MBA-Bandung fully adopted the schooling system of the Asian Institute of Management (AIM) Phillipines which, at that time, was known as the Harvard Business School Asia. At its initial establishment, Professors from AIM taught and supervised the implementation of the MBA program until 1995. Under this condition, in 1992 MBA Bandung was named the 7th best business school according to SWA magazine, together with the IPPM, IPMI, Prasetya Mulya, UI, and ITB

Responding to the government regulations concerning the control of the operation of MBA programs throughout Indonesia, in 1994, MBA-Bandung was transformed into a university under the name *Sekolah Tinggi Manajemen Bandung* (STMB). Under the status of *Sekolah Tinggi* (university), STMB changed the MBA program into Master of Management (MM) Program. In addition, STMB also increasingly diversified its MM program into the MM Regular program, Executive MM, and MM Cooperative Education. On the first occasion of the accreditation conducted by the government, MM STMB program obtained the accreditation A (Excellent)

To comply with the Government regulation that *Sekolah Tinggi* should hold graduate programs only, together with the desire of the Board of Directors of PT.Telkom (at that time led by A.A. Nasution) for STMB to take more active part in the world of higher education, in 1997 STMB established its strata-1 (S1/*sarjana*) program. The study program offered by STMB at the time was the S-1 Business Management of Telecommunications and Informatics (MBTI). Public interest toward this course is continuously increasing accompanied by the high absorption of STMB alumni by industries. On the occasion of accreditation by the government in 2002, the S-1 MBTI STMB obtained the accreditation A

To give a stronger identity to the telecommunication business management, in 2004 STMB changed its name into *Sekolah Tinggi Manajemen Bisnis Telkom* or Telkom School of Business Management. The change of name was followed by an increase in the admission capacity of the S-1 MBTI students in order to meet market demand. In addition, the graduate program also developed its program of MM Telecommunications Business (MM Biztel).

The increasingly stronger existence of STMB Telkom prompted efforts to transform STMB Telkom into *Institut Manajemen Telkom* (IM Telkom) in 2008. This transformation was characterized by the increase in the courses organized by the IM Telkom. New courses held since 2008 are S-1 Communication, S-1 Visual Communication Design, S-1 Accounting, S-1 Business Administration, D-3 Marketing. This transformation was then followed by the development of the campus facilities, which was initially located on Telkom Learning Center Complex at Gegerkalong Hilir; it is now expanded with the addition of two new campuses, namely: Setiabudi Campus, and Dayeuh Kolot Campus.

