

HIGHER EDUCATION

Mustering up courage to run in the same trajectory

By Muhammad Setiawan Kusmulyono

The era of globalization is an inevitable reality. Technological advancements have accelerated the globalization process, propelling the growth of cross-national economies. If harnessed properly, globalization could propel a nation.

Globalization, however, is not without its weaknesses and limitations. Intense interactions among nations, which have been closely connected, pose challenges for each of the countries. The impact of globalization for developing countries has strongly been influenced by the degree in which law enforcement and democracy are implemented in these countries. Weak law enforcement hinders steps to implement democracy, while high levels of criminal behavior adversely impacts a nation's effort to develop its human capital. Without responsive, corrective actions, globalization could in fact erode the Human Development Index (HDI) in such a nation.

The situation demonstrates

the vital role of the readiness of a nation's human capital to face globalization. One of the biggest obstacles hampering a nation's human capital development is the equality factor, which has become a serious problem in Indonesia. Because of the uneven distribution of resources, many Indonesians suffer from low self-esteem and believe they are not equal to people from other countries. This sense of low self-esteem could inhibit Indonesians' high potential as human resources, causing them to be defeated even before going into battle.

Overcoming an inequality of resources requires the exponential acceleration of a nation's competitive advantage, which needs to be built at the same level as other nations. The primary element to fix in order to boost the competitive advantage of a nation's human resources is the confidence to feel equal with people from other countries. A nation's human resources must be courageous enough to run in the same trajectory with that of people from other countries.

Western mentality, eastern heart

A nation's competitive advantage should be framed with a tough fighting spirit. In order to get that fighting spirit, a nation's human resources must continuously renew their sense of self-confidence. This can be accomplished with high levels of discipline and focus, accompanied by superior global knowledge.

In addition to a fighting spirit, tolerance of ambiguity should also be incorporated into one's daily habits in a global world where we deal with abundant diversity, where waves of change should be dealt with positively. Therefore, one's adaptability to differences must be optimized in order to process facts into useful knowledge.

As a comparison, the Western mentality has been put to the test in numerous fields. It is not rare for us to find people aged 25 or younger with doctorate degrees. We could also frequently discover, in various fields, achievements that have been crafted from a young age.

Despite their high competitive advantage, we still have our own competitive gap to fill. Even though the world has been made flat through communication, cultural characteristics have made each nation into its own unique entity. It is hard to compete with the uniqueness of a culture. Take a look at Bali. With its strong Hindu culture, it is able to attract tourists to enjoy the island's beauty while still respecting the island's traditional customs.

Therefore, despite the more intensified global economic competition, globalization still provides room for each nation to boost its global competitiveness. The competitiveness for human capital must be holistic instead of just relying upon technical skills. A



Courtesy of Prasetya Mulya

A team from the Rotterdam School of Management, Erasmus University (RSM), visits Prasetya Mulya University in Jakarta.

world-class spirit must be developed while still deeply rooted in local wisdom, so that Indonesians can possess a Western mentality while still embodying the humility of Eastern people.

Collaborating to create added value

Boosting one's competitiveness definitely requires real actions, like forming effective and efficient partnerships with parties that could boost the quality of human capital in a significant manner.

One such partnership can be done through a mutual learning processes, which can fill in gaps and complement the aspects that each party lacks, building knowledge upon other people's experiences. These collective learning experiences could be done across different institutions, regions and countries. The existence of the internet has also ensured that the lifelong learning process to boost the quality of human capital can be done without being hampered by time and space constraints.

Collective learning could also stimulate cross-national innovations. For instance, if Indonesian and European students learn together, they could synchronize the technological advances of Europe with Indonesia's village culture to create a village with a sovereign water source. This is how collaboration could create added value.

Building globally competitive human capital

The creation of productive collaborations requires synchronized actions taking care of businesses, from upstream right down to downstream elements. Higher education as the final downstream portion of formal education must be able to be the holistic peak that equips students with practical concepts and a comprehensive understanding of real issues present in the field.

Complains about the weak competence of university graduates when they enter the workforce need to be overcome with a learning model that emphasizes practical experiences. That alone is not enough; curricula need to be designed in a dynamic manner to adjust with constant changes in the environment. Teaching staffs are also continuously demanded to be able to extract their intellectual capabilities through competitive research studies on a global level.

Forming alliances with other educational institutions is not a taboo. Global learning concepts now require new waves of knowledge contributed by developing countries. Therefore, it is not rare for prestigious universities in Western countries to form partnerships with highly reputable universities in developing countries to strengthen their global competitiveness.

This is actually the positive effect of globalization. With the spirit to strengthen a nation's human capital, universities as spearheads of national education must serve as positive role models for the formation of value-added partnerships. Hopefully, through these international educational collaborations, we can create capable leaders who are spiritually mature, competent in their professional practices and competitive on a global level.

If these partnerships could be formed in a consistent manner, then we could put aside fears of the negative impacts of globalization on our human capital. The fear of losing one's job to foreign talents has become even more irrelevant than ever, when a nation's human capital could be masters in their own country and highly competent guest on foreign soil.

Therefore, the courage to run in the same trajectory now means that Indonesia is ready to share the stage with other nations, even developed countries. We must be able to produce human capital with equal quality, capable of producing added value for the benefit of not just Indonesia, but the whole world.

The writer is a faculty member of the Prasetya Mulya University



Courtesy of Prasetya Mulya

Participants from the College of William & Mary take part in the immersion program at Prasetya Mulya University.

Grooming Indonesians to be future global leaders

As asserted by author Thomas L. Friedman in his 2005 book *The World is Flat: a Brief History of the Twenty-First Century*, a perceptual shift is now required for countries, companies and individuals to remain competitive in a global market in which historical and geographic divisions are becoming increasingly irrelevant.

Indonesia should also be a player in globalized business, especially with the establishment of the ASEAN Economic Community in 2015. A lot of foreign companies and businesses have also expanded into Indonesia, opening up lots of jobs and selling products for Indonesians.

Indonesians, unfortunately, have yet to play an active role in expanding their businesses overseas.

"Due to our demographic bonus and the growing middle-class population, Indonesia has increasingly become a market for foreign products and services. Ideally, however, Indonesia should become more than just a passive observer of globalization; Indonesians should be encouraged to expand their businesses overseas as well," Prasetya Mulya School of Business and Economy Dean, Agus W. Soehadi, said.

If you are not planning to expand your businesses worldwide, international assignments are also an important career milestone for you, particularly if you work in multinational companies (MNCs) as it is a requirement for employees to assume top-level positions in these companies, according to Prasetya Mulya School of Business and Economy Graduate Program Director Indria Handoko.

In order to expand their businesses overseas, Indonesians must prepare themselves by acquiring some hard and soft-skills to become global business players. The capability of interacting with people from different cultural backgrounds, who have different values and behaviors, while being strongly rooted in the knowledge of

Indonesia's own way of doing business, is one of them. Comprehensive knowledge of specific ways in which business is conducted in different countries is another vital requirement.

According to Indria, Indonesians actually seem to have a natural talent for adapting and adjusting quickly to international assignments. Indonesian executives have not taken significant participation on international assignments or expanded their businesses overseas due to a lack of self-confidence.

Therefore, in order to help Indonesians eager to expand their businesses and careers overseas, the Prasetya Mulya University's graduate school is launching its new Global Executive Master in Management (GEMM) Program.

Simply put, the program is specifically designed for Indonesian business practitioners who wish to expand their businesses overseas and foreign business practitioners who want to expand their businesses to Indonesia by providing a specific curriculum and practical experiences focusing on the global business paradigm. All lessons are delivered in English.

In the future, the program also seeks to attract more international students to create a real multicultural setting for its students.

"When foreigners want to expand their businesses, the best way to learn about Indonesia is by studying in Indonesia," Agus said.

To support the GEMM program's teaching and foreign field practice activities, the university is forming a partnership with the prestigious Rotterdam School of Management, Erasmus University (RSM), The Netherlands.

"People often have the misguided perception that an 'international program' is just programs delivered in English but still taught by Indonesians, with most of teaching activities done in Indonesia. We are more than just a program taught in English; we truly want to help our students experience multiculturalism. For example, six members of our

teaching staff are from RSM," Agus told *The Jakarta Post* recently.

"The ways of doing business are so different in different countries. To understand global business, it's not enough for you to just look it up on Google; you have to immerse yourself in it. Therefore, our approach uses problem-based learning, in which students will be sent to big corporations in the RSM network to study issues within the corporations and come up with solutions for them in their final project," Agus added.

Cooperating with RSM is an advantage for Prasetya Mulya, since the Dutch university is one of Europe's leading business schools.

"We want to capitalize on RSM's network, which spreads from South America to Germany and China, to provide places for our students to conduct their final projects," Agus said. The benefit is mutual, as RSM can also capitalize on the university's network of more than 5,000 Indonesian businesspeople.

According to Indria, the GEMM program's curriculum contains core subjects in business, including finance and marketing as well as organizational and strategic management. Through the practical final project, students are required to integrate these subjects to develop business plans or improve existing businesses.

In developing the business plan, students are required not only to generate profit, but also influence their social, and environment in a sustainable and positive way, in alignment with the 'three bottom line' principle – covering aspects of profit, people and planet – which is emphasized in Prasetya Mulya's teaching process.

"Prasetya Mulya is best known for its emphasis on the development of effective business plans," Indria said.

Indria added that the GEMM program was also distinguished by its leadership development program, which provided students with personal coaching programs to boost their self-confidence in international business and to develop their capacities as global leaders.



NEW PROGRAM GLOBAL EXECUTIVE MM PROGRAM

IN-COLLABORATION WITH
ROTTERDAM SCHOOL OF MANAGEMENT
ERASMUS UNIVERSITY (RSM), THE NETHERLANDS



GAIN THE GLOBAL PERSPECTIVE EDGE

Prasetya Mulya is committed to actively play a part in the global community by collaborating and working with reputable international institutions. One such collaboration is the establishment of Global Executive MM Program with Rotterdam School of Management, Erasmus University (RSM), the Netherlands. With this program launched, Prasetya Mulya's graduate program portfolio is internationally enriched.

PROGRAM INFORMATION SESSION :

pmb.ac.id/infosession
Date ■ Monday, 10 Jul 2017, 2-4 pm
■ Tuesday, 11 Jul 2017, 6-8 pm
Venue Prasetya Mulya Cilandak Campus

APPLY FOR
OCT 2017
CLASS

ONLINE REGISTRATION : s2.pmb.ac.id/admission

	Cycle 3	Cycle 4
Registration Deadline	Sun, 16 Jul 2017	Sun, 13 Aug 2017
Admission Test	Sat, 22 Jul 2017	Sat, 19 Aug 2017
Venue	Prasetya Mulya Cilandak Campus	

GLOBAL EXECUTIVE MM (GEMM)

Part time program for those with minimum 3 years work and business experience in managerial level. Class is conducted in English.

MM REGULAR (MMR)

Full time program for fresh graduates with up to 2 years work experience.

MM BUSINESS MANAGEMENT (MMBM)

Part time program for aspiring professionals with more than 2 years work experience.

MM STRATEGIC INNOVATION (MMSI)

Part time program for business people and professionals with more than 5 years work experience in senior managerial level.

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