



## Profile of The Month



Vincentius Winarto, Ph.D., is the current Vice Rector I of Academic Affairs of President University. He obtained his Masters Degree in Business Management from Asian Institute

of Management (AIM), the Philippines, in 1974 and his Doctorate Degree in Local Entrepreneurship in Indonesia from Cranfield Institute of Technology, England, in 1986.

Vincentius Winarto, Ph.D. was actively involved in various international seminars, symposiums, and workshops, such as Workshop for Training Instructors at Guardian Business Service, London, UK, in 1978 and Workshop on Special Issues in Human Resources Development for Foreign Trade, UNCTAD/GATT, Rio de Janeiro, Brazil in 1990. Apart from that, he also conducted consulting and training activities in the area of Strategic Planning, Human Resource Development, Performance Review System, Marketing Information System, and Entrepreneurship Development for several big companies, such as Astra International and Unilever Indonesia. In 1972 and 1974, he was awarded Certificates of Achievements by USAID for his Participations in Technical Cooperation Program, in Field of Business Management.

Some of Vincentius Winarto's publications were *Franchise Development (Franchising in Indonesia)* in 1994, *Evaluation and Monitoring Small Scale Industries Development Program* in 1996, *a Socialization Medium Needed (Franchising)* in 2000, and *Retirement: Splendor and Grief* in 2000. His distinguished work was *a Base Line Study for Franchising Promotion in Indonesia*, International Labour Organization, published in 1997.

## NUS to Go Hand in Hand with PresUniv

Thursday, the 8<sup>th</sup> of December 2011, President University (PresUniv) had the honor of having some delegations from National University of Singapore (NUS): Mr. Wee Sin Tho, the Vice President Endowment & Institutional Development of NUS; Ms. Edward Lee, the Advisor of both NUS and PresUniv; Ms. Eliza Lau, the Deputy Director Advancement of NUS; and lastly, Ms. Chow Wei Ling, Manager of Donor Relations, Endowment & Institutional Development.



NUS started out modestly as a medical college with 23 students in 1905. Singapore's rich history and diversity, coupled with its strategic location in the heart of Asia, have been an integral part of NUS' evolution and growth over the last 100 years. Today, NUS spans

three campuses at Kent Ridge, Bukit Timah and Outram with a community of more than 36,000 students.

The four delegations from NUS visited PresUniv to discuss the possibility of having collaborations in certain areas of tertiary education, such as internship programs and prospects for future employment for the graduates of both universities, and to deliver a seminar on how to be a successful student. Escorted by Mr. T. Manivasugen, the Director of Marketing Department of PresUniv, and Jhanghiz Syahrivar, the Head of Public Relations of PresUniv, the four delegations had a short tour around the campus and student housing areas. The four delegations also had a chance to visit Information and Communication Technology (ICT) Center, a form of collaborations between Indonesia-Korea in the field of technology, which was located 500 meters away from the main campus of PresUniv.

In the midday, the four delegations of NUS and some representatives from PresUniv had lunch together in Cikarang Golf & Country Club said to be designed by *Sir Nicholas Alexander "Nick" Faldo*, an English professional golfer on the European Tour who now mainly works as an on air golf analyst.

At 2 pm sharp, a seminar on how to be a successful student was held at the Auditorium of Charles Himawan on the 5<sup>th</sup> Floor of President University Main Campus, Cikarang, and was participated by hundreds of PresUnivers who were so keen and excited to know how to improve themselves in both academic and non-academic activities.

All in all, NUS has been a valuable addition to several international visits this year and a long list of President University's collaborations with some top universities around the world.



## INDUSTRIES INSIGHTS PANEL WITH TRIPUTRA, NISSAN AND L'OREAL



PresUniv through Internship and Career Centre (ICC) held an annual event called **Industry Insights Panel** on November 30, 2011. According to Ms. Maria Jacinta Arquisola, Director of the ICC, the event aimed to bring the students closer to the industries through a channel of mutual exchange of information and knowledge about topics that are relevant in today's world of work. A company's corporate culture is a very important topic to know, especially for students who are

ences.

The event was attended by Mr. Aribowo Mondrowinduro, Head of Corporate Human Resources of Triputra Group, Ms. Restu Widiati, Corporate HR Manager of L'Oreal Indonesia, and Mr. Felix Abednego, GM for Human Resources of PT Nissan Indonesia. PresUniv representatives at the event were Prof. Ermaya Suradinata, Rector, Dr. AS Hikam, Mr. Irfan Habsjah, and Mr. Mahfud.

joining the internships and looking for companies for the sole purpose of gaining viable working experi-

Under the theme "How do I fit with my Company's Culture? Tips and Strategies for Interns and New Graduates", PresUniv invited top representatives from PT. Triputra Group, PT. Nissan Indonesia, and PT. L'Oreal Indonesia to share insights on their specific company cultures and give tips how interns and graduates wishing to be employed in their company should be able to fit in. This is the second event conducted by ICC. Last March 2011, it was fortunate to have many companies interested in collaborating. For instance PresUniv had IBM Indonesia, Toyota Motors Manufacturing, and PT PLN as guests in its Industry Insights Panel. And last year, PresUniv had Hotel Shangrila, Panin Bank, PT Jababeka, and the former HR Director of PT Excelcomindo who now worked as a consultant at PT Huawei. The participation from the above-mentioned companies in PresUniv program indicated their interests in linking with education institutions and contributing to its development.

## AUSTRALIA TAKES INTEREST IN PRESIDENT UNIVERSITY

Wednesday, the 30th of November 2011, President University had the honor of having some delegations from TAFE Directors Australia (TDA) and AFG Venture Group. TDA was represented by Paula Johnston, the project consultant, whereas AFG was represented by Michael Fay and M. Faisal Badroen, the Head of Education Services and President Commissioner respectively. TAFE Directors Australia (TDA) is the peak national body incorporated to represent Australia's 58 government owned TAFE institutes and university TAFE divisions, and the Australia – Pacific College (APTC). Whereas AFG Venture Group is an Asia and Australia based corporate advisory and consulting firm with over 20 years experience in creating alliances, relationships and transactions in Australia, South East Asia and India; including a 15-year history of corporate and equities advisory in Australia, undertaking merger, acquisition, divestment, fund raising and consulting for private and public companies.

The purpose of their visit was to explore the possibility of collaborating in the

President University – Jababeka new project, Jababeka Training Center (JTC), which was soon to be estab-



lished to help thousands of workers in Jababeka Industrial Area, Cikarang, improve their skills.

Jababeka Training Center or JTC will be managed by President University, Indonesia, and supported by Jababeka Group in terms of the training facilities required by the participants and class instructors during the process. T. Manivasugen, the Director of Mar-

keting and Communication Department, referred these training facilities as "Teaching Factory" which would enable

the participants to hone their skills hence expected to improve their working performance and their welfare in the future.

Apart from exploring the possibilities of collaborating in the project, the three delegations also keened to know the history and the progress of President University as what Paula Johnston said during the lunch time in Cikarang Golf Club: "President University is a unique model. I have never seen a University located in the industrial area, sur-

rounded by many prominent companies, and supported by training facilities needed for the development of human power. All in one place!"

Accompanied by T. Manivasugen and Jhanghiz Syahrivar, the Head of Public Relations of President University, the three delegations had a short tour around the campus area.

# Watch Your Videos at PRESUNIVTUBE!

<http://www.youtube.com/user/Presunivtube>

## PresUniv Peer Mentoring Program by PresUniv Learning Center



“Mentoring Matters” was the theme of the recently concluded Peer Mentoring Training which was held on 29- 30 November 2011 at Pres Univ Auditorium and Workshop Room. Sixteen (16) Peer Mentors representing the Chinese, Vietnamese, and Indonesian groups successfully completed the training.

The main objectives of the training were to: 1) equip the participants with the necessary mentoring skills; 2) develop effective communication skills; 3) identify language problems and find solutions to those problems, and 4) understand cross-cultural communication. PresUniv Learning Center launched the Peer Mentoring Program to address the learning problems of the New International students at the university. One of the Learning Center’s goals and objectives is to provide students support service by employing a system of tutoring (one-on-one or group) so that they receive the assistance and advice needed to succeed in their studies. Hence, the Peer Mentoring Program is designed to help better prepare the new foreign students at PresUniv so that they may succeed personally, so-

cially, and academically. In addition, the program gives more focus on enhancing the students’ English Language Proficiency.

The two –day training was highlighted with synergistic and challenging activities and games. These gave the participants opportunities to gain more understanding on cultural diversity and to improve their speaking and listening skills. Abhirama S Dian Perdana M Ed (Coordinator of English Dept) and Maria Gregoria Robles Concepcion Ph D (Head of Learning Center) served as the Program trainers.

Short as it may seem, the 2-day initial Peer Mentoring Training has fully equipped the peer mentors who are enthusiastic to embark on their maiden mentoring mission which is just in time for the final exams preparations. Meanwhile, Pres Univ Learning Center takes responsibility in monitoring, supervising and evaluating the program. Additionally, the Center continues to recruit and train Peer Mentors for the second se-



mester. If you think you are a good communicator, excellent and active listener, and willing to share your time, effort, and experiences then you are welcome aboard.



### Upcoming Events !

♣ Zahirul Ma’ala - Tadabbur Alam, 21 - 23 January 2012

♣ GPS Gathering & E-Compfest, 16 January 2012

♣ Career day and Campus Hiring, 1 - 2 February 2012

## PRESUNIV 6<sup>TH</sup> GRADUATION CEREMONY

PresUniv conducted the 6th Graduation Ceremony on November 26, 2011 at the Atrium Hall, Hollywood Plaza, Jababeka Industrial Estate, Cikarang at 09.00 WIB. The graduation ceremony was attended

With the theme "My Country: Right or Wrong", President University presented Jend. TNI (Purn.) Wiranto as the guest speaker on scientific oration.

with high economic growth and influence in the eyes of the world. Through the oration, he wished PresUniv always put precedence towards scientific aspects in order to produce a new generation that is ready to compete globally. "Good quality human resources derived from good provisions towards a university's students and graduates. And the initial steps have already began in this campus," he said.



Jend. (Purn.) Wiranto discussed about the unity of the nation, peace, spirit



by Jend. TNI (Purn.) Wiranto, Prof. Dr. Juwono Sudarsono, Head of the Provincial Representative, Director General of Higher Education, Chairman of Region IV Kopertis, Ambassadors and other national figures.

of mutual cooperation, love towards owned cultures and development of science in order to become a nation

## FOSTERING FRIENDSHIPS AMONG PRESUNIVERS THROUGH FUN BIKE

Sunday morning, the 4th of December 2011, many people in Jababeka was astonished by the long convoy of bikes ridden by youngsters. Who were they? What were they doing? The group of youngsters was no other but the students of President University who were participating in Fun Bike event.

The Fun Bike event was held by the President University Student Union (PUSU) which aimed to introduce Jababeka and its surrounding environment more closely, especially to freshmen and sophomores of President University. Moreover, the event was expected to create a sense of friendship among the local and international residents of President University Student Housing.

During the Fun Bike event, as many as 100 participants of the event were required to gather at the Student Housing at 05.00 am sharp, and depart with the whole convoy at 06.00 pm. The Fun



Bike's traverse route started from the Student Housing to Pecenongan Square. The participants were expected to return to the Student Housing thereafter. "This Fun Bike event is actually a series of Student Residence Challenge events", said Delona, majoring in Business Administration Batch 2010, who was responsible for the Fun Bike event. There

were some external parties who sponsored the event, such as Telkom.

In addition to a relaxing Fun Bike activity, participants also had a chance to win many prizes, such as vouchers from Gokkana Teppan, Starbucks, Body Shop, and Android mobile phones. However, the most anticipated prize by all participants was the flat screen 32" TV set from Toshiba. The lucky winner who won the prize was William Cohen, majoring in Management Batch 2011. "The event

is great and exciting! We can have fun while at the same time have a healthy life. On top of that I won a TV!" said Cohen enthusiastically. Cohen and other participants also hoped that in the future, Fun Bike event could be held annually because the event was not only fun but it also taught students of President University on how to have a healthy lifestyle.

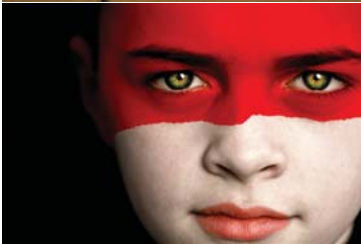
## AIABI Congress II



Faculty of Business Administration of President University in collaboration with Asosiasi Ilmu Administrasi Bisnis Indonesia (AIABI) conducted the Second Congress of AIABI on the 20th to 22nd of November 2011 at Hotel Grand Cikarang.

This congress presented Dr. Ir. Fadel Muhammad, Prof. Dr. Djisman Simanjuntak, Dedy Widjaya, and Dr. Megawati Santoso as speakers. The congress aimed to create awareness towards the importance of skills and knowledge to face global business com-

petition. It was critical to establish good quality human resources hence the congress covered national competency framework and developed a curriculum as a work program for students. The purpose of this congress was to formulate a curriculum that would be used by all business administration faculties in Indonesia. This new curriculum was expected to be implemented in new academic year. The congress run successfully with 72 participants from 32 universities and polytechnic in Indonesia.



## Indonesian Language & Cultural Studies Program

Visit Us: <http://www.president.ac.id/admissions/study-student-exchange/>

## AND THE WINNERS OF PRESUNIVTUBE COMPETITION ARE...

Started in August 2010, Marketing and Communication Department of President University initiated a video-making "PresUnivTube" competition in which PresUnivers were encouraged to document some precious moments in their lives while studying at the University and to post the videos they made on YouTube. The participants of the competition were free to form a group comprising any numbers of students and the winners were decided by how many views or viewers that the videos they uploaded on YouTube could generate by November 25, 2011.

The PresUnivTube committee managed to gather 7 (seven) qualified videos and

posted on President University's official YouTube, Presunivtube(<http://www.youtube.com/user/Presunivtube>). The lucky winners by the end of competition were Komang Wismakarma with Dika Soul Seva and Reza Gilang Kenanza as the first winner of PresunivTube, who were entitled for 3 million Rupiahs; Abra-



ham Setiawan as runner up of PresunivTube, who were entitled for 2 million Rupiahs; and lastly, Raymond Leonardo with Rossely Heryani, Feryani Jodith and Yosua Christananda as the third winner of PresunivTube, who were entitled for 1 million Rupiahs. Komang Wismakarma's video entitled "Creative

Life at President University Student Housing" managed to attract 2,646 views; Abraham Setiawan's video entitled "President University Dormitory Journey Stories" managed to attract 2,473 views; and lastly, Raymond Leonardo's video entitled "President University Student Housing – A Letter for You" managed to attract 1,484 views. All in all, PresUnivTube Competition is one of many challenging and creative competitions held over the year in which PresUnivers can direct their passions and love towards their campus to something useful, creative, and worthy of witnessing.



## ICF 2011 Brings International Attention to President University



Under the theme “The Power of Culture”, PT. Jababeka, Tbk. in collaboration with President University, Indone-

relations between the international communities in Indonesia. Visitors who attended the three-day festival enjoyed the various performances of traditional dances from Indonesia and abroad, such as traditional dances from Bali, West Sumatra, Aceh, Papua, Brunei Darussalam and China; traditional music such as from Korean traditional percussion by Ba Han Fei up

by the batik maker from Tarumajaya Bekasi.”

On the sidelines of the festival, witnessed by Dede Yusuf, the Vice Governor of West Java, Jababeka conducted the signing of Memorandum of Understanding (MOU) between the GIZ GmbH, Germany, PT. Merck Tbk. and PT. Jababeka Infrastructure for the facility known as ‘Retrologistic’, which are the facilities that provide solutions for simple disposal of chemical waste to the environment at Jababeka Industrial Estate. Jababeka, represented by Emil Salim, also awarded 9 Green Industries that met the criteria, among others: (1) Applying the principles of environmental friendly (2) Developing CSR and (3) Obedience to the Estate and its regulations.



sia, had successfully brought into international attention the power of local cultures from some nations.

On 16<sup>th</sup> November 2011, situated at Indonesia Movieland, Kota Jababeka, Cikarang, Jababeka International Cultural Festival (JICF) 2011 presented music and orchestra, traditional dances from some nations, up to traditional and food festivals through this year’s theme: The Power of Culture held for three days starting from November 18<sup>th</sup> to November 20<sup>th</sup>.

The annual festival, attended by several ambassadors, leaders, and businessmen and women, was expected to be a forum for the exchange of ideas, philosophy, information, art and other cultural aspects among the countries, in order to speed up common understanding and two-way diplomacy and to strengthen

to modern music from the famous band in Indonesia, d’Masiv.

Jhanghiz Syahrivar, Head of Public Relations of President University, who attended the festival, along with several international students of the University who took part in it, commented that the festival was a good way to introduce President University as an integral part of Jababeka Industrial Area in where all students, all people from many countries with various cultures and backgrounds were welcomed, respected, and introduced to various cultures, traditional dances and foods from Indonesia.

One of several interesting things in this festival was the introduction of original batik from Bekasi with unique batik motifs that represents Bekasi such as the masked dancers of Bekasi, rice pounding, and others which will be exhibited



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## VOICES FROM PRESUNIVERS



**Raymond Leonardo C.**  
Industrial Engineering batch 2009

These past two years have been amazing years for me. I am proud to become a part of President University. PresUniv in every respect is a great university! In PresUniv, not only knowledge that I gain but also character which I partially learned from other students. For me, coming to class every day is a blessing. There's always something new and there's always something exciting happening. PresUniv has given me a lot of opportunities to enrich myself with experience in organization, competition, dealing with other people, and even experience with real working environment that I will soon get it in January 2012 from the internship program. Therefore, I don't regret choosing President University to broaden my knowledge.



### PresUniv's Students: Super Ironing Board at INDISCO 2011

Industrial Design Seminar & Competition or well known as INDISCO is a competition based on design of industrial products packed with a seminar that was organized by the Student Association of Industrial Engineering (HMTI), Faculty of Engineering, University of Diponegoro. The third INDISCO was first held in 2009. INDISCO were participated by many universities in Indonesia, both public and private ones. INDISCO 2011 carried out the theme "Household Furnishing With Foldaway Design".

The purpose of convening INDISCO 2011 was to foster innovation and creativity among students in designing products that gave benefits to wider commu-

nities as well as strengthen the cooperation between students from all universities in Indonesia. In Brief, the competition was carried out in two phases, namely Phase 1 (First Selection) and Phase 2 (Final).

The tough competition produced 3 winner out of 25 finalist that were carefully selected in Grasia Hotel - Semarang from the 26th to the 27th of November 2011. President University students represented by Raymond Leonardo, Tirsu Muhammad and Febrianto Joko S from Industrial Engineering major successfully secured the second place (runner-up) with their super ironing board.

### NEW PRESIDENT AND VICE PRESIDENT OF PUSU 2011-2012 FINALLY ELECTED!



After going through a series of lengthy and tight selection process, Shofa Ayu Utami, majoring in International Relations Batch 2010, and Rendy Mulyana, majoring in Visual Communication Design Batch 2010, were eventually elected as the President and Vice President of President University Student Union (PUSU) respectively. They managed to get to the top of the ladder in PUSU after defeating the pair Rendy-Claudia on the second ballot with the vote acquisition of 56%.

"Thanks to God almighty, that we were elected as the President and Vice Presi-

dent of PUSU. We are aware that heavy duties await us," Ayu said when she was asked about her feelings after being elected. Until recently, Ayu and Rendy were still designing their master plan for their period of influence from 2011-2012. They explained that they wanted to make some new events in addition to the regular events held every year so that the student life in President University would be richer and more dynamic. Nevertheless, they refused to explain further about what activities they would carry out, "We cannot disclose our plan because we have yet finished formulating it," Rendy said.

Besides the master plan and work programs, they still need to recruit new members of PUSU to execute their visions and missions. When asked about

the criteria they expected for the new members of PUSU, they replied that a member must have shared the same vision with them and had good interpersonal skills.

Ayu and Rendy hope that under their period of influence, PUSU would become a better student organization. They commented that the previous PUSU was already dynamic, but there were still ambiguities in some functions. Therefore, they would try to remove those ambiguities so that the functions of PUSU were more distinct and its influence as a student organization was more imminent. Their hopes are certainly the hopes of majority PresUnivers. Congratulations to Ayu and Rendy on being elected as the President and Vice President of PUSU!

## President University

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## SCHOLARSHIP TESTS SCHEDULE BATCH 2012/2013 REMINDER!

(visit: [www.president.ac.id](http://www.president.ac.id))

- Jakarta , 15 January 2012
- Denpasar, 15 January 2012
- Cirebon, 15 January 2012
- Aceh, 5 February 2012
- Palu , 15 January 2012
- Pontianak, 15 January 2012
- Medan, 5 February 2012
- Lhokseumawe, 5 February 2012

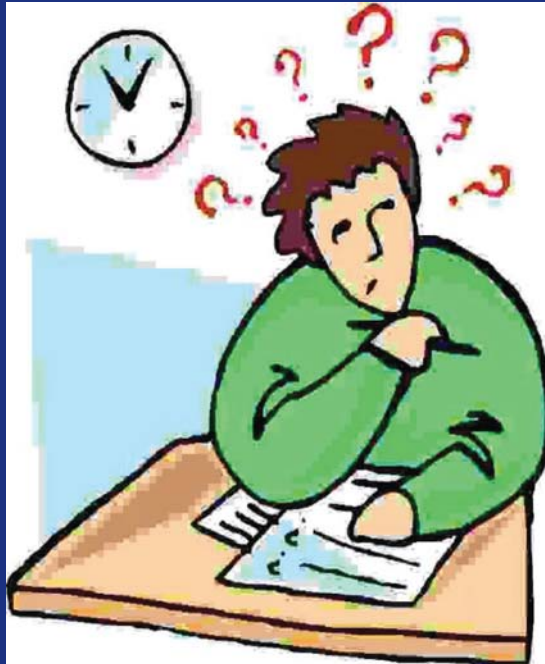
## HOW TO BEAT EXAMINATIONS

When it comes to exam time a lot of student's anxiety levels start rising. Fear of failure in exams can turn out to be a self-fulfilling prophecy as panic sets in, concentration drops and memory is adversely affected. Check out our tips below for beating exam-time anxiety and stress:

❖ **Stick to the plan:** If you have a lot of exams coming up it's essential you have a revision plan. Identify the subjects you know you are weaker on than others and tackle them first. Be sure to give yourself plenty of time before the exams start to prevent panic from setting in. Make the plan realistic - you will need to include time for breaks, socializing and sleeping! Don't leave everything to the last minute and study 23 hours a day.

❖ **Get some exercise:** Take regular study breaks and get some fresh air or exercise. Oxygen is the best medicine for your brain when it comes to memory retention and concentration. You can only really absorb information for about 20 minutes at a time, so to give the things you've learnt time to sink in, take a 15 minute break, go for a run or a brisk walk and get some air into your lungs.

❖ **Go over past exams:** Grab a copy of some past exam papers and try yourself out on them. This should give you an idea of the kinds and levels of questions that are going to come up. If you can't do a particular question take it to your lecturer (or private tutor) and ask them to work through it with you.



❖ **Understand, don't just memorize:** Make sure you understand and haven't just memorized. Questions in exams are generally designed to find out if you understand the course material rather than if you just have a good memory. Good exam performance is down to a good understanding and a good memory of course.

❖ **Eat well:** According to research published in 2003, kids breakfasting on fizzy drinks and sugary snacks performed at the level of an average 70-year-old in tests of memory and attention. Beans on toast is a far better combination, as Barbara Stewart from the University of Ulster, UK, discovered. The breakfast with the high-protein beans worked best. Beans are also a good source of fiber, and other research has shown a link between a high-fiber diet and improved cognition. Wholegrain toast with jam makes a great alternative. The yeast extract is packed with

B vitamins, whose brain-boosting powers have been demonstrated in many studies.

❖ **Work smarter, not harder!:** Repeatedly reading through massive amounts of text isn't going to do you any good at all. Take a highlighter and pick out the key sentences you need to remember or understand and then write them out in your own words to ensure you understand them. Make sure you go over them at least 3 times over the space of a few days to cement them in your memory.

❖ **Ask for help:** Help is available everywhere. Ask your lecturer, tutor or maybe a friend who's on the same course. Wikipedia and Google will often be able to provide answers to the most obscure questions. Never be afraid of asking for help, it's what your teachers are there for.

❖ **Relax:** If you are panicking or struggling with a particular question in an exam situation just take a moment to re-orient yourself, make sure you are comfortable, close your eyes and take 3 or 4 long, slow deep breaths. Move onto another question and more often than not, when you're thinking about something else entirely the answer or idea you were looking for will magically pop into your head!

(Source: <http://EzineArticles.com/1875128>)

### EDITORIAL

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