

Department Management of FEM IPB Achieved “Best Marketing and Management School 2012”

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Posted by admin on 04 June 2012

Department Management of Faculty of Economics and Management (FEM) Bogor Agricultural University (IPB) was selected as the Best Marketing and Management School 2012. The selected of Department Management of FEM to bear this prestige notation was procured based on the survey result of MIX (Marketing Communication Magazine) magazine. The survey result would be included in the MIX magazine June 2012 edition. Every year, the MIX magazine always organized the survey like this toward the state and private universities in Indonesia.

Department Management of FEM IPB was the department which was still classified as young age compared to other Departments existed at IPB. Department Management of FEM IPB was founded on 6 April 2001, while IPB was founded in the year of 1963. Department Management of FEM IPB had the typical characteristic which was unique by positioning itself as the modern management university with the global scale in the agricultural field and other related industries which produced educated resources to be alive in entrepreneurship with the holistic qualitative and quantitative analyses approach.

Perceiving the obtaining of this appreciation, Head of Department Management of IPB, Dr. Ir. Jono Mintarto Munandar, M.Sc said, “This is the acknowledgement which is very valuable from the community that our effort raising this organization is not in vain. This time for the second time is to get the similar appreciation, after last year it also got the same appreciation for the first time. This means that IPB which has core competent in the tropical agricultural field still has high commitment to improve the special science in the management field in a broad meaning that is the management in the agricultural field and in other related fields.”

Dr. Jono also said, “This community confidence is mandate which we must maintain and increase. This is also a blessing of working hard and working intelligently of the entire stakeholders including lecturer, student, official staff and alumnus”. According to him, the innovation became the main key for success one of them was the way to conduct the promotion. “But, in developing the brand is not enough only with the promotion, but also through the continuous improvement in the educational process. The improvement of this process amongst them covers the increase of the using of the quantitative method, the improvement of curriculum in accord with the need of user both in the fields of agriculture, industry, government administration, soft skill supplying for student, and many others” said Dr. Jono firmly. (rf)