

ACCOUNTING AND FINANCE

NO.	YEAR	CASE TITLE	COMPANY	MAJOR	WRITER
1	2008	PT. Great River International, Tbk. (GRIV): The Great Indonesian Corporate Collapse?	Great River International	Accounting	Peter S. Aripin
2	2010	PT. Nyonya Meneer: Surviving the Tragedies, Leading to Self Governance	PT. Nyonya Meener	Accounting & Finance	Stephanus Remond Waworuntu
3	2010	Bank BTN: Tranforming Business Through BSC & IPO	PT. Bank Tabungan Negara (Persero), Tbk.	Balance Scorecard	Dian Triasurya
4	2007	Cash Management Review PT. Aneka Tambang, Tbk. (IDX Code :ANTM)	PT. Aneka Tambang, Tbk.	Finance	Rofikoh Rokhim, Lutfil Khakim
5	2007	PT. Indosat Tbk. Divestment Process to Singapore Technologies Telemedia Did The Government Get The Right Price?	PT. Indosat, Tbk.	Finance	Parulian Sihotang, Andre Panggabean, Mirna A. Pulungan
6	2007	Debt Restructure: A Financial Turnaround of PT. Sierad Produce, Tbk.	PT. Sierad Produce, Tbk.	Finance	Parulian Sihotang, Elies Lestari Setiawan
7	2008	Alternatif Financing of PT. BUMI Resources, Tbk.	PT. BUMI Resources, Tbk.	Finance	Dewi Tamara
8	2008	Exchange Traded Fund (ETF)-Based Mutual Fund: Case Study of Asian Bond Fund (ABF) Managed by PT. Bahana TCW Investment Management	PT. Bahana TCW Investment Management	Finance	Clarissa Tjahjadi, Parulian Sihotang
9	2008	PT. Elnusa: IPO (Initial Public Offering)	PT. Elnusa, Tbk.	Finance	Nur Kholis, Parulian Sihotang
10	2008	PT. Multistrada Arah Sarana, Tbk.: Financial Performance in the Global Tire Industry	PT. Multistrada Arah Sarana, Tbk.	Finance	Stephanus Remond Waworuntu
11	2008	Maybank - BII Controversy	PT. Bank International Indonesia, Tbk.	Finance	Dewi Tamara
12	2008	PT. Krakatau Steel (Persero): Financing Issues in Funding the Expansion	PT. Krakatau Steel (Persero), Tbk.	Finance	Imam Heru Wijayanto & Robbie R Sukardi
13	2010	Debt Restructuring of PT. Ciputra Development, Tbk.	PT. Ciputra Development, Tbk.	Finance	Adler Haymans Manurung
14	2010	IPO Krakatau Steel	PT. Krakatau Steel (Persero), Tbk.	Finance	Adler Haymans Manurung
15	2009	PT. Bakrie Brothers: The Cost of Capital	PT. Bakrie & Brothers, Tbk.	Financial Management	Junius Tirok, Stephanus Remond Waworuntu
16	2010	PT. Indosat: Pricing of Bonds	PT. Indosat, Tbk.	Fixed-Income Securities	Dewi Tamara
17	2007	PT. Hollitech: Using Intellectual Capital to Win Customers (Part A)	PT. Hollitech	Intellectual Capital	Richard Kumaradjaja
18	2007	Bina Nusantara (BINUS) University: From a Traditional to an IC-Based University	BINUS University	Intellectual Capital	Parulian Sihotang
19	2007	GE Global Research	GE	Intellectual Capital	Andreas Raharso
20	2010	Schroeder Indonesia: How to Outperform the Index	PT. Schroder Investment Management Indonesia	Investment	Dewi Tamara

ECONOMICS

21	2009	Central Proteinaprima: Shrimp Business	PT. Central Proteinaprima, Tbk.	Managerial Economics	Dewi Tamara
22	2009	Crude Palm Oil After Crisis 2008	Multi	Managerial Economics	Dewi Tamara
23	2010	Carrefour Indonesia: Growth via Alfa Acquisition	PT. Carrefour Indonesia	Managerial Economics	Peter S. Aripin

MANAGEMENT

24	2008	Doing Good and Doing Well: The Case of Lifebuoy <i>Berbagi Sehat</i>	PT. Unilever Indonesia, Tbk.	Business Ethics	Chrysanti Hasibuan-Sedyono
25	2008	PT. Angkasa Pura 1: Partnership Program and Environment Program	PT. Angkasa Pura I	Business Ethics	Uci Sulandari, Robert A.B.
26	2010	FIF: Rise to Success	PT. Federal International Finance	Corporate Culture	Junius Tirok
27	2010	Taking the Leap: From Porn to Star, A Case Study of Kaskus	Kaskus	E-Commerce	Minsani Mariani, Mathias Dharmawirya, Ahmad Seiichi Ramadhan
28	2010	Bukabuku.com - Selection, Convenience, and Price	Bukabuku.com	Entrepreneurship	Dax Ramadhani
29	2011	Es Teler 77	Es Teler 77	Entrepreneurship	Retno Nindya Prastiwi, Fingerlin Angelisa, Diane Natassia
30	2010	Federal International Finance 1997: Preparing for the Future	PT. Federal International Finance	Human Resource	Minaldi Loeis
31	2008	Bumi Kita Makmur: Pre-Paid Electronic Balanced Top-Up Service with EDC (A)	PT. Bumi Kita Makmur	Innovation Management and Strategy	Andi Sama, Richard Kumaradja
32	2008	Bumi Kita Makmur: Pre-Paid Electronic Balanced Top-Up Service with EDC (B)	PT. Bumi Kita Makmur	Innovation Management and Strategy	Andi Sama and Richard Kumaradja
33	2009	APMI: Initiating the Creative Industry	APMI	Innovation Management and Strategy	Erwin Adi
34	2009	PT. Kalimantan Prima Persada: Turning the Obstacles to a Successful Venture (DEJ Project)	PT. Kalimantan Prima Persada	Innovation Management and Strategy	Tubagus Hanafi Soeriaatmadja
35	2008	ABN Amro Software Delivery Management	ABN AMRO	IT for Management	Erwin Adi
36	2009	BINUS University: ERP Implementation (A)	BINUS University	IT for Management	Nathalia Devina Widjaja
37	2010	Timah: Strategic IT Transformation to World-Class Tin Mining	PT. Timah (Persero), Tbk.	IT for Management	Minsani Mariani
38	2010	BINUS University: ERP Implementation (B)	BINUS University	IT for Management	Nathalia Devina Widjaja
39	2010	IT Blueprint Readiness for Jakarta International Multicultural School	JIMS	IT for Management	Erwin Adi, Satrio Pradono
40	2007	Air War in Indonesia: Garuda Indonesia and Lion Air	PT. Garuda Indonesia	Operation management	Firdaus Alamsjah
41	2007	Martha Tilaar: Innovative Product Development of Botu-Like	PT. Martino Berto	Operation Management	Firdaus Alamsjah

42	2007	Tunai BCA	PT. Bank Central Asia, Tbk.	Operation management	Minaldi Loeis
43	2008	BNI Internet Banking: Go or Not Go?	PT. Bank Negara Indonesia (Persero), Tbk.	Operation Management	Firdaus Alamsjah
44	2009	PT EDP Media: Go Six Sigma?	PT. EDP Media	Operation Management	Yulie Angraeni, Peter S. Aripin
45	2009	Asahimas in Facing the Oil Price Increment in 2005 and Its Effect to the Company Business	PT. Asahimas Chemical	Operation management	I Made Arya Swastika, Richard Kumaradaja
46	2009	Blue Bird: A Reliable Transformation Partner	Blue Bird Group	Operation Management	Firdaus Alamsjah
47	2009	MedcoEnergi International: Growth Through Product or Geographic Diversification	PT. MedcoEnergi International	Operation Management	Firdaus Alamsjah, Monica Anggraeni
48	2011	Supply Chain Management Collaboration at PT. United Tractors, Tbk.	PT. United Tractors, Tbk.	Operation management	Daniel R. Jenie
49	2009	PT. Pamapersada Nusantara's (PAMA) Continuous Transformation: Sudiarso Prasetyo's Value Based Leadership	PT. Pamapersada Nusantara	Organizational Behavior	Tubagus Hanafi Soeriaatmadja
50	2009	Pegase by SDV Indonesia	PT. SDV Indonesia	Organizational Behavior	Karen Imam
51	2009	Fighting the Indocement's Way	PT. Indocement	Organizational Behavior	Robert A.B., Dewi Tamara
52	2009	The Charter: The Chairul Tanjung Entrepreneurship	Para Group	Organizational Behavior	Tubagus Hanafi Soeriaatmadja
53	2010	Allianz Indonesia: Leadership Transformation	PT. Allianz Indonesia	Organizational Behavior	Rini Setiowati, Hanna Prabandari
54	2007	Portal HR: Answering the Challenge of Indonesia Online Portal Business	PortalHR	Strategic Management	Boy Avianto
55	2007	PT. Bukaka Teknik Utama (A) : Passenger Boarding Bridge Project	PT. Bukaka Teknik Utama	Strategic Management	Minaldi Loeis
56	2007	Tahapan BCA : Innovation Champion Through KlikBCA	PT. Bank Central Asia, Tbk.	Strategic Management	Gabriel Chanfarry Hadylaw
57	2007	Sosro: The King of Indonesian Tea Beverage	PT. Sosro Indonesia	Strategic Management	Robert A.B.
58	2007	GRIN: Indonesian Expansion	GRIN	Strategic Management	Minaldi Loeis
59	2008	Wijaya Karya (WIKA) : Diversification Strategy	PT. Wijaya Karya	Strategic Management	Benny B. Soebagjo, Firdaus Alamsjah
60	2009	SCTV: Facing the Odd of Financial Management	PT. Surya Citra Media	Strategic Management	Stephanus Remond Waworuntu, Hadrijanto Saroso
61	2009	Business Transformation at PT Astra Daihatsu Motor: To Win the War, Not the Battle	PT. Astra Daihatsu Motor	Strategic Management	Asnan Furinto
62	2009	Korindo Heavy Industries: Setting a New Direction (A)	PT. Korindo Heavy Industries	Strategic Management	Minaldi Loeis
63	2009	Korindo Heavy Industries (B)	PT. Korindo Heavy Industries	Strategic Management	Minaldi Loeis
64	2010	Isuzu Astra Motor Indonesia A Journey Home: Rediscovering Self	PT. Isuzu Astra Motor Indonesia	Strategic Management	Andy Lunarjanto
65	2010	Growing Together In Partnership : The Case Of Unilever And The Black Soybeans Farmers In Indonesia	PT. Unilever Indonesia, Tbk.	Strategic Management	Chrysanti Hasibuan-Sedyono

66	2010	Adira Finance: Renewal Strategies to Sustain Profitable Growth	PT. Adira Finance	Strategic Management	Harly Toindo, Tubagus Hanafi Soeriaatmadja
67	2011	Holcim: Offering Solutions Through Marketing Innovation	PT. Holcim	Strategic Management	Pantri Heriyati, Aisyah Hamid
68	2011	XL Axiata: Overturning Indonesia's Telco Industry	PT. XL Axiata	Strategic Management	Firdaus Alamsjah
69	2011	SERA's Business Model Innovation: Transformation to Growth	PT. Serasi Autoraya	Strategic Management	Gerald Ariff
70	2011	Successful Turnaround Recapital's Way - Case Study of PT Aetra Air Jakarta	PT. Aetra Air Jakarta	Strategic Management	Gabriel Chanfarry Hadylaw, Fingerlin Angelisa Kilis
71	2011	2008 Financial Crisis Driven Synergy to Sustain Business Performance	PT. United Tractors, Tbk. & PT. Pamapersada Nusantara	Strategic Management	Harly Toindo, Jimmy Sadeli

MARKETING

72	2007	Starbucks Indonesia: Back and Forth in Customer's Perception		Marketing	Robert A.B.
73	2007	Yamaha Jupiter: From Global Advertisement to Local Taste	PT. Yamaha Motor Indonesia	Marketing	Andreas Raharso
74	2007	Breaking the Instant Noodle Market Domination : Mie Sedap (Wingsfood) Vs Indomie (Indofood)	PT. Indofood Sukses Makmur	Marketing	Amalia E. Maulana
75	2007	The Digital Beat (DB): The Indonesian First Digital Music Shop	Digital Beat Music	Marketing	Amalia E. Maulana
76	2007	Copyrighted Digital Music Distribution Towards a Healty Industry		Marketing	Andreas Raharso, Rudy Chatab
77	2007	"High Reach" Daycare: Expanding the Business	High Reach Premium Daycare	Marketing	Amalia E. Maulana
78	2007	Bhinneka.com: Be Online or Be Average?	Bhinneka	Marketing	Pierre Wirawan
79	2008	Built to Serve: The Art of Strategic Services of an Indonesian Ad Agency Dwi Sapta	PT. Dwi Sapta	Marketing	M. Gunawan Alif
80	2008	After The Ban: A Look at Exclusive Selling Agreement	PT. Delta Jakarta, Tbk.	Marketing	Andy Lunarjanto
81	2008	Food, Fun and Friends: The Natural Cooking Club (NCC)	Natural Cooking Club	Marketing	Amalia E. Maulana, Ida Krisnawati
82	2009	Kuda Putih: Attacking the Enemy's Stronghold	PT. Delta Jakarta, Tbk.	Marketing	Andy Lunarjanto
83	2009	Sour Sally: A Brand from the Heart	Sour Sally	Marketing	Stievan K. H., Robert A.B.
84	2009	99 Ranch Market: Pursuing Premium Supermarket	Ranch Market	Marketing	Jeffrey R. Tabalujan, Robert A.B.
85	2010	D'Cost Seafood Restaurant Taking Less Traveled Road to Success: Low Cost Strategy	D'Cost Restaurant	Marketing	Andy Lunarjanto
86	2010	BlitzMegaplex: Raising the Bar of Customer Fantasy and Fun	BlitzMegaplex	Marketing	Dahlia Darmayanti, Asnan Furinto
87	2010	Toyota Avanza: Fulfilling the Market Needs	PT. Toyota Astra Motor	Marketing	Karen Imam
88	2010	Spacatoon: Surviving Ideal Kids Program in Indonesia	Spacatoon	Marketing	Lianti Rahardjo, Adry Margrit Tanasale-Sutedjo
89	2010	Repositioning TV One From Zero to Hero	PT. Lativi Mediakarya (tvOne)	Marketing	Pantri Heriyati

90	2010	All-New CR-V: Aligning Marketing Strategy From Global into Local	PT. Honda Prospect Motor Indonesia	Marketing	I Gusti Putu Brahmaputra, Robert A.B.
91	2010	Lexmark: Aligning the Product and Channel Strategy to Indonesia Market	PT. Lexmark	Marketing	Robert A.B.
92	2010	Spread the Wings, Challenge the Giant: BlitzMegaplex vs 21 Cineplex	BlitzMegaplex, 21 Cineplex	Marketing	Erika Metta Mudita, Robert A.B.
93	2010	BSD City: Big City, Big Opportunity	PT. Bumi Serpong Damai, Tbk.	Marketing	Robert A.B.
94	2011	Kawasaki Ninja 250R: Heading to Success Through Product Strategy, Blue Ocean and Brand Leveraging	PT. Kawasaki Motor Indonesia	Marketing	Tegas Adi Prasanda, Robert AB
95	2007	Yamaha Mio: When Motorcycle Acquires a 'Gender'	PT. Yamaha Motor Indonesia	Strategic Marketing	Robert A.B.
96	2008	Mama Roz, Instant Fresh Fruit Juice: Blue or Red Ocean	Mama Roz	Strategic Marketing	Amalia E. Maulana
97	2008	JalanSutra, The Online Community of "Wisata Kuliner": Do You Know the Best Restaurant Around Here?	Jalansutra	Strategic Marketing	Amalia E. Maulana
98	2008	Astro: A Short Journey Pay-TV	PT. Direct Vision	Strategic Marketing	Amalia E. Maulana
99	2008	J.Co, It's Not Only a Doughnut	J.CO Donuts & Coffee	Strategic Marketing	Robert A.B.
100	2008	Massiv: Break Through the Myth	Aki Massiv Batteries	Strategic Marketing	Robert A.B.
101	2009	Greenfields: Goes International or Local	PT. Greenfields Indonesia	Strategic Marketing	Andika Raditya, Robert A.B.
102	2009	Should Kresna Go Retail or Not?	PT. Kresna Graha Sekurindo	Strategic Marketing	Dianna Lorena, Robert A.B.

ACCOUNTING

1. PT. GREAT RIVER INTERNATIONAL, TBK. (GRIV): THE GREAT INDONESIAN CORPORATE COLLAPSE?

Number:	108-0103-001
Publication Date:	November 10, 2008
Author(s):	Peter S. Aripin
Topic:	General Management and Finance Accounting, Risk Management, Leadership
Keywords:	Corporate Governance, Auditing, Financial Reporting, Capital Market
Description:	The case is about financial statement manipulation of the company. The case gives an interesting human aspect to be considered, values, belief and integrity that leaders and public auditors must have.
Learning Objective:	To give understanding about fraud done by managers and external audit institution
Setting/Industry:	Manufacturing
Page Length:	21
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

2. PT. NYONYA MENEER: SURVIVING THE TRAGEDIES, LEADING TO SELF GOVERNANCE

Number:	110-1522-002
Publication Date:	November, 2010
Author(s):	Stephanus Remond Waworuntu
Topic:	Management and Organizational Behavior and Corporate Governance
Keywords:	Family Governance
Description:	This case is about how the third generation of Nyonya Meneer family begun restructuring the company to accommodate and maintain a better relationship between the family, shareholders and the management in the future, while at the same time reflected the family governance among the family members.
Learning Objective:	To give understanding about implementing corporate governance in family company
Setting/Industry:	Herbal Industry
Page Length:	9
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

BUSINESS ETHICS

1. DOING GOOD AND DOING WELL: THE CASE OF LIFEBOUY *BERBAGI SEHAT*

Number:	108-0309-001
Publication Date:	November 11, 2008
Author(s):	Chrysanti Hasibuan
Topic:	Business Ethics
Keywords:	Corporate Social Responsibility
Description:	This case describes how Lifebuoy, a market leader of soap brand in Indonesia, maintains its position in mature market by embedding CSR as a part of their brand identity.
Learning Objective:	To give understanding on how the corporate build its branding through CSR programs.
Setting/Industry:	Toiletries
Page Length:	21
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

2. PT. ANGKASA PURA 1: PARTNERSHIP PROGRAM AND ENVIRONMENT PROGRAM

Number:	208-1032-002
Publication Date:	December, 2008
Author(s):	Uci Sulandari, Robert A. B.
Topic:	Brand Management
Keywords:	Brand Positioning, Corporate Social Responsibility
Description:	This case study describes how PT. Angkasa Pura 1, a State Owned Enterprise (SOE) that manages airport services, conducts Corporate Social Responsibility programs that provide assistance for communities to improve their daily life facilities, such as construction the roads, construction of prayer house, and construction of public bathing facilities. This activity is categorized as corporate social marketing.
Learning Objective:	To give understanding on how CSR programs leads to the company's brand positioning
Setting/Industry:	Airport industry
Page Length:	17
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

ECONOMICS

1. CENTRAL PROTEINAPRIMA: SHRIMP BUSINESS

Number:	209-1602-001
Publication Date:	September, 2009
Author(s):	Dewi Tamara
Topic:	Managerial Economics
Keywords:	Comparative Advantage, Technology, Production and Cost
Description:	This case illustrates about PT. Central Proteinaprima strategic action to some problems of declining orders affected by global crisis, rejection from US Custom for their 37 containers contained frozen shrimp product, accusation from Shrimp Club Indonesia (SCI) that the company would re-sell the rejected product into domestic market. An increasing leverage and rupiah depreciation caused by global crisis would affect cash flow position. The declining cash flow position could lead a default on debt covenant. The default could lead a declining rating on CP Prima obligation position.
Learning Objective:	To give understanding the comparative advantage in shrimp business
Setting/Industry:	Agriculture
Page Length:	19
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

2. CRUDE PALM OIL AFTER CRISIS 2008

Number:	209-1602-002
Publication Date:	November, 2009
Author(s):	Dewi Tamara
Topic:	Managerial Economics
Keywords:	Comparative Advantage
Description:	This case describes about the Crude Palm Oil after crisis in 2008. The price of CPO declined and so was the demand. The producers were on the edge of the egg. Big players in Indonesia and Malaysia were oversupplied. The firms were to hold on their expansion or to hold the planting.
Learning Objective:	To give understanding about the macroeconomic condition for the firm's strategy
Subjects Covered:	Comparative advantage
Setting/Industry:	Agriculture
Page Length:	9
Availability:	Internal usage (BBS only)

Supplemental materials: Teaching Note

3. CARREFOUR INDONESIA: GROWTH VIA ALFA ACQUISITION

Number: 210-0217-001
Publication Date: April, 2010
Author(s): Peter S. Aripin
Topic: Strategic Management and Managerial Economics
Keywords: Growth Strategy, Market Structures, and Monopoly
Description: This case describes the share acquisitions of PT. Alfa Retailindo by PT. Carrefour Indonesia in order to gain bigger market share and strengthen its position to be a leader in modern retail. The acquisition enabled the company the right to operate all 29 supermarket chains of AlfaMidi.

Learning Objective: To give understanding about growth strategy through inorganic growth

Setting/Industry: Retail Industry
Page Length: 18
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

ENTREPRENEURSHIP

1. BUKABUKU.COM – SELECTION, CONVENIENCE, AND PRICE

Number:	210-1119-002
Publication Date:	June, 2010
Author(s):	Dax Ramadani
Topic:	Operations and Supply Chain Management
Keywords:	Business Process, Inventory Management
Description:	This case describes the success of Bukabuku.com. However, despite its great success, they had received several signals from the marketplace that the momentum of Bukabuku.com's growth that they had created in the past 4 years had slowed down. While it might be a good time for consolidation after a series of explosive years, the slowdown was perceived to be coming too soon.
Learning Objective:	To illustrate operations strategic decisions that has to be made when a start-up company begins to mature and gets more complex
Setting/Industry:	Online Store Industry
Page Length:	9
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

2. ES TELER 77

Number:	211-0404-001
Publication Date:	July, 2011
Author(s):	Retno Nindya Prastiwi, Fingerlin Angelisa, Diane Natassia
Topic:	Family Business, Entrepreneurs
Keywords:	Entrepreneurs, Leadership, Entrepreneurship Strategy
Description:	This case describes the journey of Sukyatno Nugroho, founder and owner of Es Teler 77, to success. Through hardships, failures and challenges, Sukyatno Nugroho had managed to bring Es Teler 77 brand across nation and overseas
Learning Objective:	To give understanding the concept of entrepreneurship and all the risks that will be faced by entrepreneurs
Setting/Industry:	Food Industry
Page Length:	18
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

FINANCE

1. CASH MANAGEMENT REVIEW PT. ANEKA TAMBANG, TBK. (IDX CODE: ANTAM)

Number:	107-0502-001; 0503-001
Publication Date:	November, 2007
Author(s):	Rofikoh Rokhim, Lutfil Khakim
Topic:	Finance
Keywords:	Cash Management, Corporate Finance and Valuation
Description:	This case study illustrates how PT. Aneka Tambang, Tbk. (Antam) manages their cash flows by using their revenue to pay administrative cost, investment and financing activities such as construction cost, repayment of bonds and dividend. There are also factors that have adversely influenced the condition of their cash-flow management, resulting in the decreasing of Antam's liquidity despite the improvement.
Learning Objective:	To give understanding on how a company should manage their cash flow to avoid decline or mismanagement that can cause downfall
Setting/Industry:	Mining
Page Length:	11
Availability:	Internal and External usage
Supplemental materials:	N/A

2. PT. INDOSAT, TBK. DIVESTMENT PROCESS TO SINGAPORE TECHNOLOGIES TELEMEDIA: DID THE GOVERNMENT SET THE RIGHT PRICE?

Number:	207-0516-001
Publication Date:	December, 2007
Author(s):	Andre Panggabean, Mirna A. Pulungan, Parulian Sihotang
Topic:	Finance
Keywords:	Investment Management
Description:	This case describes the divestment process of PT. Indosat, Tbk. to Singapore Technologies Telemedia Pte. Ltd. (STT) by the Government of the Republic of Indonesia and how STT utilizes its subsidiary, Indonesian Corporation Limited (ICL), to purchase the shares. This divestment decision attracts various reactions from the public, as well as various institutions within the government.
Learning Objective:	To give understanding on how to conduct restructuring in a company
Setting/Industry:	Telecommunication
Page Length:	16
Availability:	Internal usage (BBS only)

Supplemental materials: N/A

3. DEBT RESTRUCTURING: A FINANCIAL TURNAROUND OF PT. SIERAD PRODUCE, TBK.

Number: 207-0516-002
Publication Date: December, 2007
Author(s): Parulian Sihotang, Elies Lestari Setiawan
Topic: Finance
Keywords: Investment Management
Description: This case describes financial turnaround situation faced by PT. Sierad produce, Tbk. after announcing their outstanding financial performance in 1996. Then, in 1997, the sudden Asian monetary crisis hit the company, causing increases in production cost and deterioration in the customer's purchasing power.
Learning Objective: To give understanding on how to restructure a company's debt
Setting/Industry: Manufacturing
Page Length: 23
Availability: Internal usage (BBS only)
Supplemental materials: N/A

4. ALTERNATIVE FINANCING OF PT. BUMI RESOURCES, TBK.

Number: 108-0515-001
Publication Date: November, 2008
Author(s): Dewi Tamara
Topic: Finance
Keywords: Financing Decision, Coal Producer, International Finance
Description: This case describes the desire of PT. Bumi Resources, Tbk. to increase coal production capacity for the next five years. This case also illustrates the financing strategic by the company using financing alternatives like issuing bonds, stock offering and banking loan.
Learning Objective: To give understanding about different sources of financing funds and how the company chooses its financing decision.
Setting/Industry: Mining
Page Length: 15
Availability: Internal and External usage
Supplemental materials: Teaching Note

5. EXCHANGE TRADED FUND (ETF)-BASED MUTUAL FUND: CASE STUDY OF ASIAN BOND FUND (ABF) MANAGED BY PT. BAHANA TCW INVESTMENT MANAGEMENT

Number: 208-0516-003
Publication Date: December, 2008
Author(s): Clarissa Tjahjadi, Parulian Sihotang
Topic: New Investment Product
Keywords: Exchange Traded Fund, Asian Bond Fund, Portfolio Structure, Mutual Fund Analysis
Description: This case describes the launching of the very first ETF product, Asian Bond Fund ETF by PT. Bahana TCW. This case also shows how the company socialized their product and the long process before investors started paying attention to it.
Learning Objective: To give understanding about important knowledge of launching new investment product.
Setting/Industry: Financial Services Industry
Page Length: 10
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

6. PT. ELNUSA: IPO (INITIAL PUBLIC OFFERING)

Number: 108-0509-001
Publication Date: November, 2008
Author(s): Nur Kholis, Parulian Sihotang
Topic: Fundamentals of Finance; Financial Accounting and Analysis; Entrepreneurship
Keywords: Capital Structure, Financing Strategy and Restructuring, IPO: Between Debt and Equity, Exit Strategy for Venture Capital, Entrepreneurial Finance
Description: This case describes the business expansion of PT. Elnusa into marine seismic acquisition, deep well drilling, and testing barge which requires huge capital expenditures. The story reveals the pros and cons arguments around the IPO decision made by the company.
Learning Objective: To learn some pre-requisites in IPO decision in several perspectives
Setting/Industry: Contracting
Page Length: 10
Availability: Internal and External usage
Supplemental materials: Teaching Note

7. PT. MULTISTRADA ARAH SARANA, TBK.: FINANCIAL PERFORMANCE IN THE GLOBAL TIRE INDUSTRY

Number: 208-0503-002

Publication Date: December, 2008
 Author(s): Stephanus Remond Woworuntu
 Topic: Financial Management for Business, Financial Management, Financial Accounting and Analysis
 Keywords: Financial Ratios Analysis
 Description: This case describes the financial performance of PT. Multistrada Arah Sarana, Tbk. (MASA), a tire manufacturing for four-or-more wheeled motor vehicles like Achilles, Corsa and Strada. Based on the company's financial statements for the three-year period of 2005-2007, this case shows how the company's financials tend to correlate with the company's market performance.
 Learning Objective: To understand the company's financial drivers and company's financial correlation with the company's market performance
 Setting/Industry: Manufacturing
 Page Length: 12
 Availability: Internal usage (BBS only)
 Supplemental materials: Teaching Note

8. MAYBANK – BII CONTROVERSY

Number: 208-0518-001
 Publication Date: December, 2008
 Author(s): Dewi Tamara
 Topic: Merger and Acquisitions
 Keywords: Hostile Takover
 Description: This case describes the roll-out of Maybank corporate strategy. In particular, this case focuses on the acquisition of the top 6 biggest Indonesian bank, PT. Bank International Indonesia or BII.
 Learning Objective: To illustrates how the perfect corporate strategy may take burden from the regulations of the host country
 Setting/Industry: Banking
 Page Length: 29
 Availability: Internal usage (BBS only)
 Supplemental materials: N/A

9. PT. KRAKATAU STEEL (PERSERO): FINANCING ISSUES IN FUNDING THE EXPANSION

Number: 208-0503-003
 Publication Date: December, 2008
 Author(s): Robbie R. Sukardi, Iman Heru Wijayanto
 Topic: Financial Management

Keywords: External Financing, IPO, Strategic Sales, Financing Decision
Description: This case describes how the management of PT. Krakatau Steel (Persero) confronted a difficult choice to obtain new capital to increase the production. The options of external funding are Strategic Sale (SS) or Initial Public Offering (IPO) mechanism.
Learning Objective: To learn how management must evaluate every possible outcome scenario while considering the best interest all of the company's stakeholders
Setting/Industry: Manufacturing
Page Length: 6
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

10. DEBT RESTRUCTURING OF PT. CIPUTRA DEVELOPMENT, TBK.

Number: 110-0507-001
Publication Date: December, 2010
Author(s): Adler Haymans Manurung
Topic: Financial Management
Keywords: Capital Structure
Description: This case describes the financial crisis of PT. Ciputra Development, Tbk. that lead to huge debt. The company took various alternatives to restructure the company's debt that enabled the company to survive.
Learning Objective: To give understanding about financing choices and how to estimate a company's optimal debt and equity mix
Setting/Industry: Developer
Page Length: 7
Availability: Internal and External usage
Supplemental materials: Teaching Note

11. IPO KRAKATAU STEEL

Number: 210-0516-005
Publication Date: November, 2010
Author(s): Adler Haymans Manurung
Topic: Investment
Keywords: Pricing IPO Stocks
Description: This case describes the public offering by PT. Krakatau Steel. Tbk., one of the strategic State Owned Enterprises. The case highlights the IPO of Krakatau Steel from the capital structure's point of view, using EPS and EBIT curve.

Learning Objective: To identify the share allocation and pricing of IPO by companies
Setting/Industry: Manufacturing
Page Length: 7
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

12. PT. BAKRIE BROTHERS: THE COST OF CAPITAL

Number: 209-0520-001
Publication Date: December, 2009
Author(s): Junius Tirok, Stephanus Remond Waworuntu
Topic: Cost of Capital
Keywords: Cost of Debt or Cost of Equity
Description: This case describes the consideration of PT. Bakrie and Brothers, Tbk. (BB) to expand its business, growth through internal investment (organic), or invests by acquiring other companies (inorganic). From the firm's perspective, the investors' expected return is a cost of using the funds, called the cost of capital.
Learning Objective: To give understanding how to compute beta using data from other comparable companies and requires them to determine the risk-free rate and the risk premium
Setting/Industry: Investment
Page Length: 8
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

13. PT. INDOSAT: PRICING OF BONDS

Number: 110-0514-001
Publication Date: December, 2010
Author(s): Dewi Tamara
Topic: Fixed Income and Derivate Securities
Keywords: Bonds
Description: This case describes the investigation of empirical pricing restrictions that should be satisfied by nine bonds of PT. Indosat, Tbk. In particular, the management wanted to investigate pricing volatility for bonds that issued on 2002, 2003, 2005, 2007, 2008 and 2009.
Learning Objective: To give understanding how to choose the type of bonds
Subjects Covered: Fixed Income
Setting/Industry: Telecommunication industry
Page Length: 23
Availability: Internal and External Usage

Supplemental materials: Teaching Note

14. PT. HOLLITECH: USING INTELLECTUAL CAPITAL TO WIN CUSTOMERS (PART A)

Number: 107-0802-001
Publication Date: December, 2007
Author(s): Richard Kumaradjaja
Topic: Intellectual Capital
Keywords: Strategic Intellectual Capital
Description: This case describes how Stephanus Muliando, Director of PT. Hollitech, successfully developed applications software for the garment/apparel industry in Indonesia. Over the years, PT. Hollitech had grown into a medium-sized international IT services company delivering various solutions to financial institutions, garment, and hospitality industries.
Learning Objective: To give understanding the use of strategic intellectual capital in growing a business
Setting/Industry: Software
Page Length: 7
Availability: Internal and External usage
Supplemental materials: N/A

15. BINA NUSANTARA (BINUS) UNIVERSITY: FROM A TRADITIONAL TO AN IC-BASED UNIVERSITY

Number: 207-0801-001
Publication Date: 2007
Author(s): Parulian Sihotang
Topic: Intellectual Capital
Keywords: Developing Intellectual Capital
Description: This case describes how BINUS University has reached remarkable achievements in various aspects of the education business over the past 25 years. A balanced-scorecard system has also been successfully implemented in BINUS University, and other universities have followed suit. And for the next 25 years, BINUS University will have to come up with a new strategy to maintain its fast growth.
Learning Objective: To give understanding
Setting/Industry: Education
Page Length: 13
Availability: Internal usage (BBS only)
Supplemental materials: N/A

16. GE GLOBAL RESEARCH

Number:	207-0802-002
Publication Date:	November, 2007
Author(s):	Andreas Raharso
Topic:	Intellectual Capital
Keywords:	Strategic Intellectual Capital, Infrastructure, Technology
Description:	This case describes GE's ability to take advantage of a huge amount of global talent to research new technology in producing new products. While many companies boast of a global workforce, few are as skilled at mobilizing scientists from diverse disciplines and locales in pursuit of a new technology. The difference stems from GE's research culture more than from financial strength.
Learning Objective:	To give understanding on how to build a company's culture that unifies the company's vast array of business units
Setting/Industry:	Energy
Page Length:	7
Availability:	Internal usage (BBS only)
Supplemental materials:	N/A

17. SCHROEDER INDONESIA: HOW TO OUTPERFORM THE INDEX

Number:	210-0516-004
Publication Date:	August, 2010
Author(s):	Dewi Tamara
Topic:	Investment
Keywords:	Portfolio Performance Evaluation
Description:	This case study describes the performance of PT. Schroder Investment Management Indonesia. In less than a year, two of Schroder products, Schroder Dana Prestasi Plus (equity mutual funds) and Schroder Dana Prestasi (mixed mutual funds) were chosen as the best mutual funds for category 3 years and 5 years. However, it was not sufficient because the company strived to the level amount managed funds. Moreover, the company aimed to outperform the index, which meant to outperform the market.
Learning Objective:	To give understanding on how to evaluate the mutual funds performance
Setting/Industry:	Mutual Funds Industry
Page Length:	6
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

GENERAL MANAGEMENT

1. BANK BTN: TRANSFORMING BUSINESS THROUGH BSC & IPO

Number:	110-0503-006
Publication Date:	December, 2010
Author(s):	Dian Triasurya
Topic:	Strategy and Performance
Keywords:	Balanced Score Card, IPO
Description:	This case is about how the managements of Bank BTN initiate to transform the bank into a world class financial institution through several strategic moves; two of which are implementing Balanced Score Card (BSC) and doing Initial Public Offering (IPO). These two strategic business moves are expected to have long term impact to the sustainability of the organization as the management aims to become a world class bank in 2018.
Learning Objective:	To give understanding about BSC and IPO implementation as strategies to transform a business
Setting/Industry:	Banking Industry
Page Length:	9
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

2. FIF: RISE TO SUCCESS

Number:	110-1211-001
Publication Date:	November, 2010
Author(s):	Junius Tirok
Topic:	Organizational Behavior and Leadership
Keywords:	Corporate Culture
Description:	This case describes a real culture building problem faced by a newly established company. The company needs to maintain and build a management team to build an organizational commitment resulting in creating a lifetime employment and long-term career paths.
Learning Objective:	To give understanding on how a company can rise through maintaining and building a management team
Setting/Industry:	Financial Industry
Page Length:	9
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

3. BUMI KITA MAKMUR: PRE-PAID ELECTRONIC BALANCED TOP-UP SERVICE WITH EDC (A)

Number: 208-0609-003
Publication Date: November, 2008
Author(s): Andi Sama, Richard Kumaradjaja
Topic: General Management, Innovation Management and Strategy
Keywords: Electronic Top-Up Device, Non-Telephony Supplier
Description: This case describes how PT. Bumi Kita Makmur (BKM) pursued a contract to provide the pre-paid electronic top-up balance service for Telkomsel Autorefill. Its competitor was Jatis, another potential partner for mobile banking solution. If BKM succeeded with this indirect business relationship, BKM would win 5 years contract and secured the project over Telkom domination.
Learning Objective: To give understanding about pursuing new electronic business as a content provider
Setting/Industry: ICT industry
Page Length: 27
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

4. BUMI KITA MAKMUR: PRE-PAID ELECTRONIC BALANCED TOP-UP SERVICE WITH EDC (B)

Number: 208-0609-004
Publication Date: November, 2008
Author(s): Andi Sama, Richard Kumaradjaja
Topic: General Management, Innovation Management and Strategy
Keywords: Electronic Top-Up Device, Non-Telephony Supplier
Description: The part (B) of this case shared about BKM's business strategy such as financial side and operational side to deliver Telkomsel Autorefill project on time. BKM was able to deploy EDC in 9 regional Telkomsel offices in Indonesia. The case also provides some industry updates from 2003 to mid 2008.
Learning Objective: To give understanding about project management
Setting/Industry: ICT Industry
Level of Difficulty: BBS student
Page Length: 18
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

5. APMI: INITIATING THE CREATIVE INDUSTRY

Number: 209-0609-005
Publication Date: February, 2009
Author(s): Erwin Adi
Topic: Innovation Management and Strategy
Keywords: Information Technology-Based Creative Industry
Description: This case describes how the chairman of APMI initiated to form a community (called MIKTI) to encourage the production of information technology-based multimedia contents. At the same time, he carried out concepts into action by building a render farm facility to encourage the digital content creations.

Learning Objective: To give understanding by learning from markets and through alliances

Setting/Industry: Multimedia Industry
Page Length: 11
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

6. PT. KALIMANTAN PRIMA PERSADA: TURNING THE OBSTACLES TO A SUCCESSFUL VENTURE (DEJ PROJECT)

Number: 109-0609-006
Publication Date: May, 2009
Author(s): Tubagus Hanafi Soeriaatmadja
Topic: Innovation Management and Managing Innovation
Keywords: Innovation Strategy
Description: This case describes the internal disputes between RPB and TNB in PT. Dasa Eka Jasatama (DEJ). The disputes caused PAMA to establish PT. Kalimantan Prima Persada (KPP) to complete the DEJ project.

Learning Objective: To give understanding about innovation strategy, the essential feature of corporate strategy

Setting/Industry: Mining Contractor
Page Length: 10
Availability: Internal and External usage
Supplemental materials: Teaching Note

HUMAN RESOURCE MANAGEMENT

1. FEDERAL INTERNATIONAL FINANCE 1997: PREPARING FOR THE FUTURE

Number:	110-1206-001
Publication Date:	December, 2010
Author(s):	Minaldi Loeis
Topic:	Human Resource, Organizational Behavior
Keywords:	Human Resource, Organizational Change
Description:	This case describes that FIF needed a new business model and an effort to refocus to the motorcycle financing business and found that it needed to go back to its main business. Under AFS, the management of FIF put forward a plan to restructure the company with a new business model.
Learning Objective:	To understand on how to formulate a business model that can create functions added value
Setting/Industry:	Financial Industry
Page Length:	12
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

INFORMATION TECHNOLOGY

1. ABN AMRO SOFTWARE DELIVERY MANAGEMENT

Number:	108-0907-001
Publication Date:	November 10, 2008
Author(s):	Erwin Adi
Topic:	IT for Management
Keywords:	Software Delivery Management, Banking, IT Project Management
Description:	This case shows when ABN AMRO, the oldest foreign bank in Indonesia, was considering having an internal IT Delivery Management. While still maintaining its role in the banking industry, the bank could avoid depending too far on some external suppliers when it came to satisfying its information technology requirements.
Learning Objective:	To give understanding about how to manage a project such as team management, planning, scheduling, budgeting, and case details
Setting/Industry:	Banking
Page Length:	15
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

2. BINUS UNIVERSITY: ERP IMPLEMENTATION (A)

Number:	209-0907-003
Publication Date:	December, 2009
Author(s):	Nathalia Devina Widjaja
Topic:	Information Technology for Management, Project Management
Keywords:	Enterprise Application, Project Management
Description:	This case describes one of BINUS University's steps to achieve their newly launched vision, which was to improve the overall system. The Board of Management thought of integrating the system to support the back office, such as Finance and Talent Management department.
Learning Objective:	To explore the needs of improved IT system regarding the organization objectives
Setting/Industry:	Educational Institution
Page Length:	9
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

3. TIMAH: STRATEGIC IT TRANSFORMATION TO WORLD-CLASS TIN MINING

Number:	210-0907-004
Publication Date:	November, 2010
Author(s):	Minsani Mariani
Topic:	Enterprise Resource Planning
Keywords:	Integrated Supply Chain Operation, ERP Implementation
Description:	This case describes how TIMAH required an accurate system that contained live information about the performance of its diverse operation. TIMAH had implemented SAP software, but they needed the ability to monitor data from production to sales and beyond to get the level of information they wanted. Moreover, the company required an integrated supply chain operation from Mining, Production, and Distribution to Finance in order to increase the efficiency and the ability to formulate faster, to provide board with more accurate decision.
Learning Objective:	To give understanding about the implementation of enterprise resource planning in mining company
Setting/Industry:	Mining industry
Page Length:	10
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

4. BINUS UNIVERSITY: ERP IMPLEMENTATION (B)

Number:	208-0907-005
Publication Date:	December, 2010
Author(s):	Nathalia Devina Widjaja
Topic:	Information Technology for Management, Project Management
Keywords:	Enterprise Application and Project Management
Description:	This case describes the aftermath of BINUS' decision to implement ERP project, choosing the best vendor to handle this project since the institution did not have the expertise. BINUS chose SAP and IBM as the consultant. The internal project team was formed to define the project scope, time and budget.
Learning Objective:	To give understanding about the continuation of ERP implementation in BINUS University
Setting/Industry:	Educational Institution
Page Length:	10
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

5. IT BLUEPRINT READINESS FOR JAKARTA INDONESIA MULTICULTURAL SCHOOL

Number:	210-0907-002
Publication Date:	June, 2010
Author(s):	Erwin Adi, Satrio Pradono
Topic:	Risk Assessment and Mitigation
Keywords:	IT Blueprint, IT Solution, IT Project Management
Description:	This case describes the intention of Alexander Irwan, the owner of Jakarta International Multicultural School, to invest in an IT solution that aligned with the school's vision. In order to translate the high-level aspect of its forethoughts into doable elements, works must be done to produce an IT blueprint. The case showed in detail how a team (called the Mars team) built the IT blueprint from the beginning until the end.
Learning Objective:	To give understanding how to conduct IT Blueprint in education institutional
Setting/Industry:	Educational Institution
Page Length:	18
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

MARKETING

1. TAKING THE LEAP: FROM PORN TO STAR, A CASE STUDY OF KASKUS

Number:	110-0901-001
Publication Date:	July, 2010
Author(s):	Minsani Mariani, Mathias Dharmawirya, Ahmad Seiichi Ramadhan
Topic:	E-Business Concepts and Issues
Keywords:	Online Content and Media, E-Business
Description:	This case describes how KASKUS, an online forum community, voted as one of the most visited websites in 2008 after being heavily associated as a porn forum. It shows how KASKUS struggled with the porn image and how to capture the tremendous growth of Internet users in Indonesia, while at the same time, a new law on information and electronic media that forbid websites from containing pornographic content.
Learning Objective:	To give understanding on major consumption of social media and online content, as well as its key challenges faced by the producers and owners
Setting/Industry:	Online Media Industry
Page Length:	12
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

2. "HIGH REACH" DAYCARE: EXPANDING THE BUSINESS

Number:	207-1036-001
Publication Date:	November, 2007
Author(s):	Amelia E. Maulana
Topic:	Marketing
Keywords:	Service Marketing
Description:	This case describes the business of "High Reach" Daycare in Jakarta. The company intended to expand its daycare business through several choices: franchising the daycare, which had been developed for one year, or developing the business organically, collaborating with a few office buildings.
Learning Objective:	To give understanding on how a company chooses the best strategy to expand its business
Setting/Industry:	Services
Page Length:	14
Availability:	Internal usage (BBS only)
Supplemental materials:	N/A

3. YAMAHA JUPITER: FROM GLOBAL ADVERTISEMENT TO LOCAL TASTE

Number: 107-1001-001; 1015-001
Publication Date: December, 2007
Author(s): Andreas Raharso
Topic: Marketing
Keywords: Adopting Global Brand, International and Global Marketing
Description: This case describes the marketing strategy of Yamaha to promote its Jupiter product. The company must re-consider on how to use the right advertising that matched the company's target market in Indonesia.
Learning Objective: To give understanding on how to use the right marketing strategy to communicate a product into a market
Setting/Industry: Manufacturing
Page Length: 15
Availability: Internal and External usage
Supplemental materials: N/A

4. BREAKING THE INSTANT NOODLE MARKET DOMINATION: MIE SEDAAP (WINGS FOOD) VS INDOMIE (INDOFOOD)

Number: 107-1006-001
Publication Date: December, 2007
Author(s): Amalia E. Maulana
Topic: Marketing
Keywords: Competition
Description: This case describes the competition between the instant noodle market leader, Indomie from Indofood, and Mie Sedaap from Wings Food. It shows how Indofood did not counter seriously the aggressive marketing activities done by Mie Sedaap which led Mie Sedaap into the market without any obstacles.
Learning Objective: To give understanding on how a competitor company uses strategies to overpower the market leader
Setting/Industry: Fast Moving Consumer Goods
Page Length: 22
Availability: Internal and External usage
Supplemental materials: N/A

5. THE DIGITAL BEAT (DB): THE INDONESIAN FIRST DIGITAL MUSIC SHOP

Number: 207-1005-002
Publication Date: December, 2007

Author(s): Amelia E. Maulana
 Topic: Marketing
 Keywords: Channel Strategy
 Description: This case describes the start-up of a digital music shop called Digital Beat by Budi Raharjo, who has been interested in participating in the digital music business since he saw the big music market still ignored by the Major Labels recording companies. It also shows various reasons on how Budi Raharjo decided to start the business.

Learning Objective: To give understanding on how to channel a new business into the market

Setting/Industry: Creative industry
 Page Length: 14
 Availability: Internal usage (BBS only)
 Supplemental materials: N/A

6. COPYRIGHTED DIGITAL MUSIC DISTRIBUTION TOWARDS A HEALTHY INDUSTRY

Number: 207-1005-001
 Publication Date: December, 2007
 Author(s): Andreas Raharso, Rudy Chatab
 Topic: Marketing
 Keywords: Channel Strategy
 Description: This case describes the dramatic change in the Music Industry Architecture with the introduction of the MP3 format, which was started in April 1989 by Fraunhofer Institute when it patented the new audio format. The issue of copyrighting in Indonesia's music industry has been a long and forgone story. Based on the 2004 data from The Age website, Indonesia ranked 4th in the illegal music industry market, worth as much as US\$ 89 million (as much as 80% of the total music industry).

Learning Objective: To give understanding on how to distribute legal music in Indonesia

Setting/Industry: Creative industry
 Page Length: 9
 Availability: Internal usage (BBS only)
 Supplemental materials: N/A

7. BHINNEKA.COM: BE ONLINE OR BE AVERAGE?

Number: 107-1016-001; 0911-001
 Publication Date: December, 2007

Author(s): Pierre Wirawan
Topic: Marketing, Management of IS
Keywords: Internet Marketing Strategy, E-commerce
Description: This case describes the business diversification of PT. Bhinneka Mentari Dimensi from IT solutions provider into a computer accessories manufacturer, furniture manufacturer and shrimp business. It shows how Bhinneka.com maintained its position and growth, given the unpredictable nature of the cyber world.
Learning Objective: To give understanding on how a business maintains its position and growth by diversification
Setting/Industry: Online retailing
Page Length: 19
Availability: Internal and External usage
Supplemental materials: N/A

8. STARBUCKS INDONESIA: BACK AND FORTH IN CUSTOMER'S PERCEPTION

Number: 207-1036-002; 1012-001
Publication Date: January, 2008
Author(s): Robert A.B.
Topic: Marketing
Keywords: Service Marketing, Experiential Marketing
Description: This case describes the marketing strategy of Starbucks when entering the Indonesian market. The market in Indonesia was totally different than the United States; different culture, different consumer's expectations and even different purchasing power. Starbucks should take the right approach to win back the market in order to survive in Indonesia.
Learning Objective: To give understanding on how a company conducts different marketing approach according to its geographic market
Setting/Industry: Food and Beverage
Page Length: 26
Availability: Internal usage (BBS only)
Supplemental materials: N/A

9. BUILT TO SERVE: THE ART OF STRATEGIC SERVICES OF AN INDONESIAN AD AGENCY DWI SAPTA

Number: 208-1002-001
Publication Date: December, 2008
Author(s): M. Gunawan Alif
Topic: Marketing
Keywords: Competition, Marketing Mix, Advertising

Description: This case describes the strategic marketing of Dwi Sapta in facing the rapid change in the advertising industry landscape. As one of the Indonesian ad agency, Dwi Sapta must smartly developing and delivery its services to keep their clients happy with them.

Learning Objective: To give understanding the available strategic choices to counter the competition among local ad agencies versus multinational ad agencies

Setting/Industry: Advertising

Page Length: 11

Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

10. AFTER THE BAN: A LOOK AT EXCLUSIVE SELLING AGREEMENT

Number: 208-1032-001

Publication Date: December, 2008

Author(s): Andy Lunarjanto

Topic: Product and Brand Management, CRM, B2B, Business Ethic

Keywords: Brand Building, Channel Management, Consumer Sovereignty

Description: This case describes how PT. Delta Djakarta struggled to find ways to communicate their brands in the market since the government banned all above the line advertising from alcoholic beverages in 1999. The alternative was from below the line activities. The strategy was promising, however, it turns out to create financial burden to the company. The company then needed to re-formulate new strategy to replace exclusive selling agreement.

Learning Objective: To give understanding the importance of developing suitable marketing strategy to response to market dynamics

Subjects Covered: Brand Building, Channel Management, Consumer Sovereignty

Setting/Industry: Food and Beverage

Page Length: 10

Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

11. FOOD, FUN AND FRIENDS: NATURAL COOKING CLUB (NCC)

Number: 208-1024-001

Publication Date: December, 2008

Author(s): Amalia E. Maulana, Ida Krisnawati

Topic: Brand Management, Marketing Management

Keywords: Community Marketing, Relationship Marketing

Description: This case describes the success of The Natural Cooking Club (NCC) in developing its activity. One of NCC's key of success was the perseverance of its founder in maintaining relationship with the members. The next challenge was how to maintain the sense of belonging from its members.

Learning Objective: To give understanding the roles of community in brand marketing

Setting/Industry: Online community

Page Length: 17

Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

12. KUDA PUTIH: ATTACKING THE ENEMY'S STRONGHOLD

Number: 209-1039-001

Publication Date: December, 2009

Author(s): Andy Lunarjanto

Topic: Product and Brand Management, Marketing

Keywords: CRM, Pricing, Distribution, Brand Launching

Description: This case illustrates the marketing strategy of PT. Delta Djakarta Tbk. They came up with an idea to create a new brand that would create a new category in beer market and at the same time serves as their leader in competing with their main competitor in its stronghold/ dominant are nationwide. They developed Kuda Putih brand with sole objective to attack Bintang at its backbone markets.

Learning Objective: To give understanding about marketing strategy on brand and product management

Setting/Industry: Beverage Industry

Page Length: 11

Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

13. SOUR SALLY: A BRAND FROM THE HEART

Number: 109-1042-001

Publication Date: January, 2009

Author(s): Stievan K. H., Robert A.B.

Topic: Brand Management, Marketing Management

Keywords: Brand Management: Brand Positioning, Choosing Brand Element
Marketing Management: Building Brand Equity, Brand Positioning

Description: This case illustrates the Sour Sally value and competition. To become a dominating brand in frozen yogurt category, they decided to take a step back and try to review the brand development they had done all this time and hoped that the study could give them some suggestion on how they can grow Sour Sally in the future.

Learning Objective: To give understanding on how a company conducts brand positioning

Setting/Industry: Food Industry

Page Length: 12

Availability: Internal and External usage

Supplemental materials: Teaching Note

14. 99 RANCH MARKET: PURSUING PREMIUM SUPERMARKET

Number: 109-1041-001

Publication Date: December, 2009

Author(s): Jeffrey R. Tabalujan, Robert A. B.

Topic: Marketing Management/Retail Marketing

Keywords: Segmentation, Targeting, Retail Positioning

Description: This case describes about how 99 Ranch Market pursue to be a premium supermarket. 99 Ranch Market Indonesia desired to expand their market by opening a new store with several points to consider, from location, store concept, and the target market.

Learning Objective: To give understanding on how the company should conduct segmentation and targeting for its marketing process

Setting/Industry: Supermarket Chain

Page Length: 16

Availability: Internal and External usage

Supplemental materials: Teaching Note

15. D'COST SEAFOOD RESTAURANT TAKING LESS TRAVELED ROAD TO SUCCESS: LOW COST STRATEGY

Number: 110-1119-003

Publication Date: December, 2010

Author(s): Andy Lunarjanto

Topic: Supply Chain Management

Keywords: Supply Chain Model

Description: This case describes how D'Cost Seafood Restaurant established a unique position in the Indonesian restaurant industry. D'Cost has successfully implemented its vision and mission to provide the market with good quality seafood at a very affordable price

level. The strong point of D'cost strategy was the fact that they have huge faith on their customers and suppliers.

Learning Objective: To give understanding on product and brand management in a company

Setting/Industry: Restaurant Industry

Page Length: 12

Availability: Internal and External usage

Supplemental materials: Teaching Note

16. BLITZMEGAPLEX: RAISING THE BAR OF CUSTOMER FANTASY AND FUN

Number: 210-1036-003

Publication Date: February, 2011

Author(s): Dahlia Darmayanti, Asnan Furinto

Topic: Marketing

Keywords: Service Marketing

Description: This case describes the birth of a new entertainment experience in the cinema industry called BlitzMegaplex. Dilemmas and challenges upon entering the industry were apparent in this case. In addition, another challenge is how BlitzMegaplex could indulge viewers who were netizen generation with new technology.

Learning Objective: To give understanding on how a company positions its service to gain competitive advantage

Setting/Industry: Cinema

Page Length: 14

Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

17. TOYOTA AVANZA: FULFILLING THE MARKET NEEDS

Number: 210-1029-002

Publication Date: November, 2010

Author(s): Karen Imam

Topic: Marketing

Keywords: New Product Development

Description: This case highlights the importance of the product planning phase in the development of a new product, which is Avanza. It shows how a small but highly motivated team followed the market requirement to develop a successful concept.

Learning Objective: To give understanding on a customer-driven marketing strategy of a product

Setting/Industry: Automotive

Page Length: 11

Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

18. SPACETOON: SURVIVING IDEAL KIDS PROGRAM IN INDONESIA

Number: 210-1006-002
Publication Date: August, 2010
Author(s): Lianti Raharjo, Adry Margrit Tanasale-Sutedjo
Topic: Marketing Fundamentals
Keywords: Marketing Strategy
Description: This case describes the first and only television station focusing on children in Indonesia, called Space Toon TV. The channel is driven by a great concern on children development as the future leaders in Indonesia. Space Toon TV exists with the purpose of not only providing quality shows that are entertaining but also educating children. The vision of Space Toon is to actively participate in enhancing attitude, morale, skills, and broadening knowledge of Indonesian kids by providing selected and qualified programs.
Learning Objective: To give understanding about a company's strategies to survive its ideal yet profitable vision
Setting/Industry: Media and Broadcast
Page Length: 10
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

19. REPOSITIONING TV ONE FROM ZERO TO HERO

Number: 110-1043-001
Publication Date: September, 2010
Author(s): Pantri Heriyanti
Topic: Marketing Management
Keywords: Brand Positioning, Segmentation, Targeting
Description: This case describes tvOne as one of Indonesia's national TV stations, a radical new form of Lativi. This radical change required repositioning strategy by replacing all of Lativi's previous characteristics. The new positioning also placed tvOne in a new coordinate of national TV competition.
Learning Objective: To give understanding on the adoption of repositioning strategy requires defining new position target in the whole industry competition coordinates
Setting/Industry: Media and Broadcast
Page Length: 16
Availability: Internal and External Usage

Supplemental materials: Teaching Note

20. ALL-NEW CR-V: ALIGNING MARKETING STRATEGY FROM GLOBAL INTO LOCAL

Number: 110-1015-003
Publication Date: September, 2010
Author(s): I Gusti Putu Brahmputra, Robert A.B.
Topic: Marketing
Keywords: International and Global Marketing
Description: This case describes the factors that contributed the success of Honda's All-New CR-V marketing campaign in the Indonesian SUV market. The All-New CR-V managed to capture a substantial amount of the SUV market share.
Learning Objective: To give understanding about the evolution of global marketing and its elements
Setting/Industry: Automotive
Page Length: 22
Availability: Internal and External version
Supplemental materials: Teaching Note

21. LEXMARK: ALIGNING THE PRODUCT AND CHANNEL STRATEGY TO INDONESIA MARKET

Number: 210-1041-003
Publication Date: October, 2010
Author(s): Robert A.B.
Topic: Marketing Management
Keywords: Channel Management, Product Management
Description: This case illustrates how Lexmark faced dilemmas with the retailers and the products they launched. The problem that occurred with the distributors was about how the retailers sold Lexmark printers without the color cartridge that should be in the package. The second dilemma was when Lexmark launched its new products with technology that the Indonesian market could not absorb the product.
Learning Objective: To give understanding on how a company deal with channel conflict and product management
Setting/Industry: Information, Communication and Technology
Page Length: 15
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

22. SPREAD THE WINGS, CHALLENGE THE GIANT: BLITZMEGAPLEX VS 21 CINEPLEX

Number:	210-1519-001
Publication Date:	November, 2010
Author(s):	Erika Metta Mudita, Robert A.B.
Topic:	Strategic Management
Keywords:	Competitive Strategy
Description:	This case describes the monopolistic competition between BlitzMegaplex, as the new entrant to the cinema industry, and 21 Cineplex, as the market leader. BlitzMegaplex's entrance into the industry forced 21 Cineplex to make a counter-attack strategy. In addition, there were other direct and indirect competitors which influenced the existence of BlitzMegaplex in the cinema industry in Indonesia.
Learning Objective:	To give understanding about competition in the cinema industry
Setting/Industry:	Cineplex industry
Page Length:	20
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

23. BSD CITY: BIG CITY, BIG OPPORTUNITY

Number:	210-1041-004
Publication Date:	December, 2010
Author(s):	Robert A.B.
Topic:	Segmentation, Targeting and Positioning
Keywords:	Residential, Marketing Management
Description:	This case describes Bumi Serpong Damai, a consortium of 4 business groups that focused on residential houses and commercial buildings. The marketing channel used was from above and below the line, such as participating in exhibitions, placing booth in the mall, and many more. Its unique product was the Edutown, an area covering 50 hectares for universities with its supporting facilities.
Learning Objective:	To give understanding how to build a new satellite city and defining the marketing strategy
Setting/Industry:	Property
Page Length:	11
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Notes

24. KAWASAKI NINJA 250R: HEADING TO SUCCESS THROUGH PRODUCT STRATEGY, BLUE OCEAN AND BRAND LEVERAGING

Number:	211-1029-001
Publication Date:	August, 2011
Author(s):	Tegas Adi Prasanda, Robert A.B.
Topic:	Segmentation, Targeting and Positioning
Keywords:	Product Strategy, Blue Ocean, Brand Leverage
Description:	This case describes a newly-launched product by Kawasaki, Ninja 250R. The product was designed to satisfy the market trend in Indonesia. With the technology development, Ninja 250R was functioned as proof consistency of PT KMI in producing quality products.
Learning Objective:	To give understanding on how a company conducts segmentation, targeting and positioning strategies for its product
Setting/Industry:	Automotive
Page Length:	18
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Notes

25. YAMAHA MIO: WHEN A MOTORCYCLE ACQUIRES A 'GENDER'

Number:	107-1513-001
Publication Date:	January, 2008
Author(s):	Robert A.B.
Topic:	Marketing Communications
Keywords:	Yamaha Mio, Marketing Communication
Description:	This case describes Yamaha Mio, a motorcycle designed for women, is mostly bought and used by men. The General Manager of Marketing and Promotion of Yamaha Motor Kencana Indonesia (YMKI) had to explain why Yamaha Mio was not bought by women, as their prime target market. This causes a dilemma on the team whether they should make adjustments to the marketing strategy facing this unexpected trend or not.
Learning Objective:	To understand how marketing communication delivers product branding
Setting/Industry:	Manufacturing
Page Length:	8
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

26. MAMA ROZ, INSTANT FRESH FRUIT JUICE: BLUE OR RED OCEAN

Number: 109-1513-002; 1041-005
Publication Date: December, 2008
Author(s): Amalia E. Maulana
Topic: Strategic Marketing
Keywords: Blue Ocean Strategy, Sustainable Competitive Advantage, Segmenting, Targeting, Positioning
Description: This case discusses how blue ocean strategy was implemented on Mama Roz products. Mama Roz, a new brand of fresh fruit juice, was considered as the most saleable fresh fruit juice product in top class supermarkets.
Learning Objective: To understand how to define blue ocean strategy and how its implemented on beverage product
Setting/Industry: Food and Beverage
Page Length: 15
Availability: Internal and External usage
Supplemental materials: Teaching Note

27. JALANSUTRA, THE ONLINE COMMUNITY OF "WISATA KULINER": DO YOU KNOW THE BEST RESTAURANT AROUND HERE?

Number: 108-1013-001
Publication Date: December, 2008
Author(s): Amalia E. Maulana
Topic: Information Technology Management, Marketing Management
Keywords: Online Community
Description: Jalansutra was a culinary lover mailing list and on 2008, its members passed the number of 13,000. This case describes on how the moderator could manage the problems emerging from growing number of members in Jalansutra.
Learning Objective: To understand how to manage thousand members in online community
Setting/Industry: Online Media
Page Length: 18
Availability: Internal and External usage
Supplemental materials: Teaching Note

28. ASTRO: A SHORT JOURNEY PAY-TV

Number: 208-1040-001
Publication Date: November, 2008
Author(s): Amalia E. Maulana
Topic: Strategic Brand Management
Keywords: Pay TV, Competition

Description: This case describes problems faced by Astro Nusantara, a pay TV operated by PT Direct Vision since 28 February 2006, a joint venture between Astro All Asia Network plc and PT. First Media, Tbk., sub company of Lippo Group. Astro TV was criticized when it took exclusively the license of English Premiere League (EPL). This program used to be free but now people should pay to watch the program. Before the EPL resolved, Astro's management faced problem between the stockholders which ended the TV operation before it had a chance to grow.

Learning Objective: To understand how Astro manages the competition in Pay TV Industry

Setting/Industry: Pay TV Industry

Page Length: 26

Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

29. J.CO, IT'S NOT ONLY A DOUGHNUT

Number: 208-1032-002

Publication Date: December, 2008

Author(s): Robert AB.

Topic: Value Proposition

Keywords: Product Strategy, Doughnut, Value Proposition

Description: This case study illustrates how J.Co, a doughnut seller, maintained their consumer enthusiasm. J.Co differentiated its products and services. Moreover, J.Co delivered convenient store ambience and showed its open kitchen to customer.

Learning Objective: To learn how the company formulates the value proposition to the market

Setting/Industry: Food and beverage

Page Length: 11

Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

30. MASSIV: BREAK THROUGH THE MYTH

Number: 09-607-001

Publication Date: November, 2008

Author(s): Robert A.B.

Topic: Marketing Management

Keywords: Battery, Product Launch, Product Development

Description: This case describes a challenging opportunity for Massiv Green, an innovative green battery from Massiv, upon the high

entry barrier in the battery industry. The company did a comprehensive industry analysis and Marketing Opportunity Analysis (MOA) to execute integrated marketing strategy. The company also diversified its existing market segment without cannibalizing previous existing market.

Learning Objective: To understand how to conduct industry analysis and integrated marketing strategy
Setting/Industry: Manufacturing
Page Length: 18
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

31. GREENFIELDS: GOES INTERNATIONAL OR LOCAL

Number: 209-1041-002
Publication Date: December, 2009
Author(s): Andika Raditya, Robert A.B.
Topic: Marketing Management
Keywords: Segmentation and Targeting
Description: This case describes how Greenfield should choose to expand their market. The options were go international or reached its end user. As a new player in milk industry, Greenfields invested heavily in importing cows and machine to process milk. Until 2002, Greenfields could not enter end-user market. Greenfield possessed only 1 liter UHT milk which was sold to café and restaurants. This same product was sold to end market and distributed through modern retail.

Learning Objective: To understand how to choose market segment and target the market
Setting/Industry: Milk Industry
Page Length: 17
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

32. SHOULD KRESNA GO RETAIL OR NOT?

Number: 208-1032-002
Publication Date: December, 2009
Author(s): Diana Lorena, Robert A.B.
Topic: Marketing Management
Keywords: Segmentation and Targeting
Description: This case describes how Kresna Securities was forced to reallocate its customer portfolio when Asian crisis hit in 1998. They considered switching to retail or individual investor while

maintained its institutional or corporate investor. If they chose to go retail, they must set the best strategy for it.

Learning Objective: To understand how a company segments the financial market and chooses its target market

Setting/Industry: Finance Industry

Page Length: 9

Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

OPERATIONS MANAGEMENT

1. AIR WAR IN INDONESIA: GARUDA INDONESIA AND LION AIR

Number:	107-1108-001
Publication Date:	November, 2007
Author(s):	Firdaus Alamsjah
Topic:	Operational Management
Keywords:	Operation Strategy
Description:	This case describes the operation strategies that could be chosen by the airline industry. They could compete either on services or cost. The chosen strategy could work well if the strategy could be executed at all levels. In this case, it highlighted the operation strategies of Garuda Indonesia and Lion Air.
Learning Objective:	To give understanding on how to manage operational strategy in the airline industry
Setting/Industry:	Airline
Page Length:	19
Availability:	Internal and External usage
Supplemental materials:	N/A

2. MARTHA TILAAAR: INNOVATIVE PRODUCT DEVELOPMENT OF BOTU-LIKE

Number:	107-1120-001; 1029-001
Publication Date:	December, 2007
Author(s):	Firdaus Alamsjah
Topic:	Operational Management, Marketing
Keywords:	New Product Development
Description:	This case describes an innovative product improvement from PT. Sari Ayu Indonesia, Biokos Botu-Like. The product was created to leverage the brand as high-end anti-ageing treatment, which was expected to compete with similar, foreign-manufactured products marketed by well-known international cosmetics brands. However, they wondered whether this continuously-explored innovation process was able to grasp what the market needed and wanted.
Learning Objective:	To give understanding on how to market a new innovative product to gain more market expansion
Setting/Industry:	Cosmetics
Page Length:	15
Availability:	Internal and External usage
Supplemental materials:	N/A

3. TUNAI BCA

Number:	207-1120-002; 1027-001
Publication Date:	December, 2007
Author(s):	Minaldi Loeis
Topic:	Operational Management, Marketing
Keywords:	Product Development, Strategic Marketing
Description:	This case describes Tunai BCA, a banking product which lets BCA customers withdraw cash from cashiers at participating retail stores as the customers pay for their purchases using the BCA ATM card, "Paspor BCA". It shows how BCA spread the idea and used Tunai BCA to further enhance the bank's offerings in providing convenience to BCA cardholders, merchants, and to the bank itself.
Learning Objective:	To give understanding on how a bank manages its operational team and develops its banking product
Setting/Industry:	Banking
Page Length:	27
Availability:	Internal usage (BBS only)
Supplemental materials:	N/A

4. BNI INTERNET BANKING: GO OR NOT GO?

Number:	208-1508-002
Publication Date:	December, 2008
Author(s):	Selvy Riana Tambunan, Firdaus Alamsjah
Topic:	Strategic Management
Keywords:	Crafting and Execute Strategy
Description:	This case describes the achievement by Bank National Indonesia (BNI) who had completed its four e-channel services: ATM, Phone-Banking, M-Banking, and the SMS-Banking. The blueprint of Internet banking project was postponed because the IT division implemented the core-banking project in 2005 at the same time. This internet banking project was very important to increase market penetration and awareness of customer. The management faced a dilemma about when the internet banking project should be launched.
Learning Objective:	To give understanding on how a bank executes a strategy to increase market penetration and customers' awareness.
Setting/Industry:	Banking
Page Length:	22
Availability:	Internal usage (BBS only)
Supplemental materials:	N/A

5. PT EDP MEDIA: GO SIX SIGMA?

Number:	208-1112-001
Publication Date:	July, 2009
Author(s):	Yulie Angraeni, Peter S. Aripin
Topic:	Operations Management, Operation Fundamental
Keywords:	Operations Improvement
Description:	This case describes the implementation of Six Sigma in PT. EDP Media, using the DMAIC 5 stages approach, namely Define, Measure, Analyze, Improve and Control. It was claimed by the CEO that the Six Sigma project initiative was successful though more improvements and optimal benefits were anticipated further in the future.
Learning Objective:	To give understanding on how to examine and know the tools, concepts and methods of Six Sigma program
Setting/Industry:	Integrated Information Technology
Page Length:	19
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

6. ASAHIMAS IN FACING THE OIL PRICE INCREMENT IN 2005 AND ITS EFFECT TO THE COMPANY BUSINESS

Number:	209-1101-001
Publication Date:	December, 2009
Author(s):	I Made Arya Swastika, Richard Kumaradjaja
Topic:	Operation Management
Keywords:	Business Process Management
Description:	This case describes how Asahimas established a task force team to continue the study of fuel conversion, aiming to reduce cost of production without loss of production, no materials in the flat glass process should change, and the project should be completed as soon as possible. Despite the noble aim of the project, there were still questions remained for the management whether they should continue the conversion program or not, and many more.
Learning Objective:	To give understanding on how a company should manage its business while facing changes from the outside
Setting/Industry:	Energy
Page Length:	24
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

7. BLUE BIRD: A RELIABLE TRANSFORMATION PARTNER

Number: 109-1119-001
Publication Date: December, 2009
Author(s): Firdaus Alamsjah, Yuana Mardhiana
Topic: Technology and Operations Management
Keywords: Business Process Management, Quality Management, Process Analysis, Information
Description: This case describes about Blue Bird transportation service improvement on their business process to comply with ANDAL and to improve inefficient area in operation in order to keep the first ranking in this category. They also considered about the low tariff option to invest in increasing the fleet, or invest in the implementation of ERP.
Learning Objective: To give understanding on how to evaluate the effectiveness of a business process and compare the before and after the improvement
Setting/Industry: Transportation
Page Length: 20
Availability: Internal and External usage
Supplemental materials: Teaching Note

8. MEDCOENERGI INTERNATIONAL: GROWTH THROUGH PRODUCT OR GEOGRAPHIC DIVERSIFICATION

Number: 209-1515-002
Publication Date: December, 2009
Author(s): Firdaus Alamsjah, Monica Anggraeni
Topic: Strategic Management
Keywords: Growth Strategy, Strategy Implementation, Diversification Strategy
Description: This case describes about MedcoEnergi strategy to raise the company's revenue. As the sources of fuel became limited, the company had to find other ways to stay in the business. The company opted for the diversification strategy, what kind of strategy should be implemented, whether through product diversification, market diversification or a combination of both.
Learning Objective: To give understanding on factors that drives diversification
Setting/Industry: Energy
Page Length: 13
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

9. SUPPLY CHAIN MANAGEMENT COLLABORATION AT PT. UNITED TRACTORS, TBK.

Number: 211-1119-001
Publication Date: October, 2011
Author(s): Daniel R. Jenie
Topic: Supply Chain Management
Keywords: Supply Chain Process, Collaboration
Description: This case describes PT United Tractors Tbk, a market leader of the heavy equipment industry in Indonesia that distributed various types of Komatsu's heavy equipments. As part of zero inventories initiative, UT was looking for opportunity to improve the supply chain management process, starting from demand forecasting and up to delivering the equipment on-site.
Learning Objective: To give understanding on supply chain management in a heavy equipment industry
Setting/Industry: Heavy Equipment
Page Length: 8
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

ORGANIZATIONAL BEHAVIOR

1. PT. PAMAPERSADA NUSANTARA'S (PAMA) CONTINUOUS TRANSFORMATION: SUDIARSO PRASETIO'S VALUE BASED LEADERSHIP

Number:	109-0712-001; 1203-001
Publication Date:	May, 2009
Author(s):	Tubagus Hanafi Soeriaatmadja
Topic:	Leadership, Human Resource Management
Keywords:	Strategy to Grow and Value Creating, Managing Innovation
Description:	This case elaborates the leadership characteristics of the CEO of PAMA in three different situations that actually put his job at stake. These situations showed consistent PERFORM characteristics in place with different weight. Some characters were more dominant in one situation and less dominant in other situation.
Learning Objective:	To give understanding about leadership style and characteristics required to continuously transformed a company to maintain the high growth
Setting/Industry:	Heavy Equipment
Page Length:	15
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

2. PEGASE BY SDV INDONESIA

Number:	209-1205-001
Publication Date:	December, 2009
Author(s):	Karen Imam
Topic:	Organizational Behavior and Leadership
Keywords:	Organizational Behavior
Description:	This case illustrates about SDV international logistics and Pegase. SDV Indonesia has been facing difficulties in the implantation of their information management system. Now the question is to know what the management has to do to close the new system matter and move on.
Learning Objective:	To give understanding on managing across cultures and business communication, also management and leadership
Setting/Industry:	Freight Forwarding
Page Length:	10
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

3. FIGHTING THE INDOCEMENT'S WAY

Number:	109-1211-002
Publication Date:	October, 2009
Author(s):	Robert A.B., Dewi Tamara
Topic:	Organizational Behavior
Keywords:	Corporate Culture
Description:	This case describes the effects on corporate culture of Indocement after Heidelberg Zement acquired the company after the 1998 monetary crisis. The crisis increased the debts and diminished sales due to decreased customer's spending and buying power. As a result, the Indocement Core-T team leader sought investors and at the same time, had to work to preserve Indocement's corporate culture.
Learning Objective:	To give understanding on how to analyze the market situation that affected the organizational performance, the corporate cultures and to choose a culture merger strategy
Setting/Industry:	Construction Material
Page Length:	16
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

4. THE CHARTER: THE CHAIRUL TANJUNG ENTREPRENEURSHIP

Number:	110-1202-001
Publication Date:	October, 2010
Author(s):	Tubagus Hanafi Soeriaatmadja
Topic:	Organizational Behavior and Leadership
Keywords:	Leadership and Negotiation Strategies
Description:	This case describes the leadership and entrepreneurship style of Chairul Tanjung, one of Forbes' 1,000 wealthiest business men in the world in the end of 2009. He believes that business men have their own style and uniqueness in running their business. There was no such thing as identical styles that could be generalized.
Learning Objective:	To give understanding on the main competencies of effective leaders for the benefit of others' competencies development
Setting/Industry:	Conglomeration
Page Length:	8
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

5. ALLIANZ INDONESIA: LEADERSHIP TRANSFORMATION

Number: 210-1202-002
Publication Date: July, 2010
Author(s): Rini Setiowati, Hanna Prabandari
Topic: Leadership and Organizational Behavior
Keywords: Situational Leadership, Organizational Structure
Description: This case describes the situation of Allianz Life Indonesia under Jens Reisch reins. In the early years, Allianz focused on business expansion by opening branches throughout Indonesia. During that period, Allianz also attempted to build strong brand but it had resulted a financial burden, and the condition became more complicated due to the impact of financial chaos in the early 2000's. To handle the situation, the new appointee realized that he and his team needed to work extra miles in order to earn profits.

Learning Objective: To give understanding about situational leadership in insurance company

Setting/Industry: Insurance Company

Page Length: 7

Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

STRATEGY

1. PORTAL HR: ANSWERING THE CHALLENGE OF INDONESIA ONLINE PORTAL BUSINESS

Number:	207-1518-001
Publication Date:	November, 2007
Author(s):	Boy Avianto
Topic:	Strategic Management
Keywords:	Launching Strategy
Description:	This case describes the challenges faced by PortalHR, an online portal who targeted Indonesian human resources community, and its own strategy to overcome difficulties like financial and operational. In the future, PortalHR will have to face greater challenge, either from another competitor who could surface anytime or even from its own strategy, which will be tested if its strategy was capable enough to answer the future.
Learning Objective:	To give understanding on how to conduct an online portal for HR community
Setting:	Online-based Business
Page Length:	6
Availability:	Internal usage (BBS only)
Supplemental materials:	N/A

2. PT. BUKAKA TEKNIK UTAMA (A): PASSENGER BOARDING BRIDGE PROJECT

Number:	107-0609-001
Publication Date:	December, 2007
Author(s):	Minaldi Loeis
Topic:	General management
Keywords:	Innovation Management and Strategy
Description:	This case describes the passenger boarding bridge project by Bukaka Teknik Utama. The company faced problems such as limited resources; no partner, no design, nor the experience of building a passenger boarding bridges. It shows how the management of Bukaka had several options to continue this project, including acquiring a new strategic partner or acquiring the technology, with each option has its own risk and difficulty.
Learning Objective:	To give understanding on how to execute innovative product that is assembled domestically
Setting/Industry:	Contractor
Page Length:	10

Availability: Internal and External usage
Supplemental materials: N/A

3. TAHAPAN BCA: INNOVATION CHAMPION THROUGH KLIKBCA

Number: 107-1508-001
Publication Date: December, 2007
Author(s): Gabriel Chanfarry Hadylaw
Topic: Strategic Management
Keywords: Crafting and Execute Strategy
Description: This case describes the strategic management from Bank Central Asia (BCA) by launching KlikBCA (Internet Banking BCA). During the introduction to the public, BCA management had to choose the right strategy as other local banks that allocated extensive programs to educate customers about using internet banking did not attain substantial immediate results. Several options and solutions were discussed extensively among the steering committee team before launching KlikBCA.
Learning Objective: To give understanding on how to develop the banking technology infrastructure to support its operations
Setting/Industry: Banking
Page Length: 14
Availability: Internal and External usage
Supplemental materials: Teaching Note

4. SOSRO: THE KING OF INDONESIAN TEA BEVERAGE

Number: 107-1505-001; 1506-001
Publication Date: December, 2007
Author(s): Robert A.B.
Topic: Strategic Management
Keywords: Competitive Advantage, Core Competencies
Description: This case describes the competitive advantage of Sosro while dealing with the entrance of other players. Although Teh Botol Sosro has been well known throughout the country, its success wasn't build overnight. And, seeing how business situation today has changed, Sosro must redefine its existing resources and capabilities to reformulate its competency.
Learning Objective: To give understanding on how to build core competencies for a company
Setting/Industry: Manufacturing
Page Length: 19
Availability: Internal and External usage

Supplemental materials: Teaching Note

5. GRIN: INDONESIAN EXPANSION

Number: 207-0609-002
Publication Date: December, 2007
Author(s): Minaldi Loeis
Topic: General Management
Keywords: Innovation Management and Strategy
Description: This case describes the expansion of GRIN, a game-development company based in Stockholm. The expansion is needed to acquire the necessary creative talent in building the next generation of AAA games (multiple platform games). For market opportunities and talent, Jakarta seems to be a good location for finding talent. However, they wonder whether the city is the right location to expand the company and develop the capacity to compete in the future.
Learning Objective: To give understanding on how to develop a game-development company in Indonesia
Setting/Industry: Software Industry
Page Length: 16
Availability: Internal usage (BBS only)
Supplemental materials: N/A

6. WIJAYA KARYA (WIKA): DIVERSIFICATION STRATEGY

Number: 208-1520-001
Publication Date: December, 2008
Author(s): Benny B. Soebagjo, Firdaus Alamsjah
Topic: Strategic Management
Keywords: Diversification Strategy
Description: This case describes Wijaya Karya's (WIKA) plan to diversify its business from electrical, high-rise building, fly-over, and more by acquiring a mechanical engineering and engineering consultancy company specializing in power plants. WIKA also plans to acquire toll-road operators and mining contractors, apart from its plan to enter international market. What is the best strategy for WIKA to execute its diversification?
Learning Objective: To give understanding on how to build diversification strategy for originally a state-owned company to private company orientation.
Setting/Industry: Contracting
Page Length: 24
Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

7. SCTV: FACING THE ODD OF FINANCIAL MANAGEMENT

Number: 209-0503-004; 0509-002
Publication Date: December, 2009
Author(s): Stephanus Remond Waworuntu, Hadrijanto Saroso
Topic: Financial Management, Corporate Finance, Introduction to Capital Market
Keywords: Bond valuation
Description: This case illustrates about SCTV financial management system. SCTV considered an early anticipation on how to finance the bond, due in 2008. SCTV issued the bond in 2003 which has been used to refinance the company's debt and to support SCTV's working capital and upgrading broadcasting facilities.
Learning Objective: To give understanding on how the management takes the financial decision that was supported by several financial, economic data and company background
Setting/Industry: Media and Broadcast
Page Length: 9
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note

8. BUSINESS TRANSFORMATION AT PT. ASTRA DAIHATSU MOTOR: TO WIN THE WAR, NOT THE BATTLE

Number: 109-1521-001
Publication Date: December, 2009
Author(s): Asnan Furinto
Topic: Strategic Marketing
Keywords: Business Transformation, Innovation and New Product Strategy
Description: This case describes about the business transformation at PT. Astra Daihatsu Motor. Global financial crisis started in 2008, resulting in declining demand for cars in general; the worldwide sales of automobiles were generally declining. The decision to conduct a major transformation and to convince Daihatsu Principal on the competence of ADM plant which was at par with, or even better than other manufacturing facilities, was not an easy task at all.
Learning Objective: To give understanding on how to transform a declining business of a company
Setting/Industry: Automotive
Page Length: 10

Availability: Internal and External Usage
Supplemental materials: Teaching Note

9. KORINDO HEAVY INDUSTRIES: SETTING A NEW DIRECTION (A)

Number: 109-1508-003
Publication Date: December, 2009
Author(s): Minaldi Loeis
Topic: Strategic Management
Keywords: Crafting and Executing Strategy
Description: This case describes a new challenges faced by Korindo Heavy Industries of a new venture in motor vehicle manufacturing or automotive industry. Having no prior experiences in the automotive industry, Korindo accepted the challenge, seeing it as both opportunity and challenge. To do this, Korindo needs to set up working systems, address critical issues such as market penetration strategy, along with competitive strategies for their new products.
Learning Objective: To give understanding on how to diagnose a company's industry and competitive conditions
Setting/Industry: Automotive
Page Length: 13
Availability: Internal and External usage
Supplemental materials: Teaching Note

10. KORINDO HEAVY INDUSTRIES (B)

Number: 109-1508-004
Publication Date: December, 2009
Author(s): Minaldi Loeis
Topic: Strategic Management
Keywords: Crafting and Executing Strategy, Resources and Competitive Position Evaluation
Description: This case is the second case of Korindo Heavy Industries. This case shows how Korindo Heavy Industry formulates and executes the new strategy upon entering the automotive industry. Having a new vision and mission was important to communicate how the new company would be and how the new vision will be implemented.
Learning Objective: To give understanding on how a company executes its strategy to be a market leader
Setting/Industry: Automotive
Page Length: 11
Availability: Internal usage (BBS only)

Supplemental materials: Teaching Note

11. ISUZU ASTRA MOTOR INDONESIA A JOURNEY HOME: REDISCOVERING SELF

Number: 110-1514-001
Publication Date: May, 2010
Author(s): Andy Lunarjanto
Topic: Strategic Management, Product and Brand Management, Marketing Fundamentals
Keywords: Distributional Partnership, Selling Strategy, CRM, Distribution
Description: This case describes how the crisis in 2006 changed Isuzu Astra Motor Indonesia to transform its business model into distributional partnership with dealer and refocused its strategy to light vehicle (truck). The business evolution also changed the sales strategy from selling cars to selling trucks.
Learning Objective: To give understanding about how a company transforms its business model from manufacturing to distributional partnership with dealers.
Setting/Industry: Manufacturing industry
Page Length: 8
Availability: Internal and External usage
Supplemental materials: Teaching Note

12. GROWING TOGETHER IN PARTNERSHIP: THE CASE OF UNILEVER AND THE BLACK SOYBEAN FARMERS IN INDONESIA

Number: 210-0309-002
Publication Date: May, 2010
Author(s): Chrysanti Hasibuan-Sedyono
Topic: Business Ethics
Keywords: Corporate Social Responsibility
Description: This case describes the initiation of partnership between PT. Unilever Indonesia and smallholder farmers to fight poverty. The program was a mutually business partnership between the producing and marketing its brand and smallholder farmers to grow black soybeans as its suppliers, with the help of a Gajah Mada University of developing better strain of black soybeans.
Learning Objective: To give understanding of how the corporate social responsibility was done through three parties that was company, university and farmers.
Setting: Manufacturing Industry
Page Length: 18
Availability: Internal and External Usage
Supplemental materials: Teaching Note

13. ADIRA FINANCE: RENEWAL STRATEGIES TO SUSTAIN PROFITABLE GROWTH

Number:	210-1515-001
Publication Date:	February, 2010
Author(s):	Harly Toindo, Tubagus Hanafi Soeriaatmadja
Topic:	Strategic Management
Keywords:	Strategic for Growth and Value Creation
Description:	This case describes how PT. Adira, a leading multi finance company in Indonesia, survived from the crisis. For the owner, however, this success was just one milestone. The vision of creating a world class finance company was still miles away. He wondered how the "Customer Intimacy" strategy would be successful to maintain profitable growth and could it be the next right step to build new distinctive competencies that would deliver the company to the next leap.
Learning Objective:	To give understanding how to define strategy for growth and value creation
Setting/Industry:	Financial services
Page Length:	23
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

14. XL AXIATA: OVERTURNING INDONESIA'S TELCO INDUSTRY

Number:	111-1503-001
Publication Date:	June, 2011
Author(s):	Firdaus Alamsjah
Topic:	Strategic Management
Keywords:	Strategic Execution
Description:	This case describes how XL Axiata change its business strategy from high-price, low volume to low-price, high-volume. To execute the strategy, XL had to change the company culture, as well as its people management practices. The results affected the nation's telecommunication industry: prices plummeted, competition increased, and consumer spending increased.
Learning Objective:	To give understanding the change in management strategy with a focus on how strategy is executed to achieve goals
Setting/Industry:	Telecommunication
Page Length:	26
Availability:	Internal and External usage
Supplemental materials:	Teaching Note

15. SERA'S BUSINESS MODEL INNOVATION: TRANSFORMATION TO GROWTH

Number:	211-1502-001
Publication Date:	July, 2011
Author(s):	Gerald Ariff
Topic:	Strategic Management, Leadership, Innovation
Keywords:	Business Model, Business Transformation, Growth
Description:	This case examines the strategic challenges faced by PT Serasi Autoraya (SERA), which emerged from a tiny car rental company in Indonesia, to become a national market leader. SERA occupy an interesting — and challenging — innovator's position in its national vehicle leasing industry and its competitive positioning.
Learning Objective:	To give understanding on the key factors and risks that need to be mitigated in order to generate sustainable profitable growth
Setting/Industry:	Car Rental
Page Length:	14
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

16. HOLCIM: OFFERING SOLUTIONS THROUGH MARKETING INNOVATION

Number:	211-024-001
Publication Date:	July, 2011
Author(s):	Pantri Heriyati, Aisyah Hamid
Topic:	Marketing Fundamental
Keywords:	Service Marketing, Brand Positioning
Description:	This case exposes on how Holcim Indonesia differentiates themselves from the stagnant competition in the cement industry by implementing integrated marketing communication, unlike other players. Holcim came out stronger when they launched "Solusi Rumah" program. The program targeted to low-income and middle-income earner in suburban and rural area as a continuation in supporting disaster relieves in Aceh and Yogya.
Learning Objective:	To give understanding on how to determine the advantages and disadvantages of being in the oligopoly market
Setting/Industry:	Cement
Page Length:	11
Availability:	Internal usage (BBS only)
Supplemental materials:	Teaching Note

17. SUCCESSFUL TURNAROUND RECAPITAL'S WAY – CASE STUDY OF PT AETRA AIR JAKARTA

Number: 211-024-001
Publication Date: September, 2011
Author(s): Gabriel Chanfarry Hadylaw, Fingerlin Angelisa Kilis
Topic: Turnaround Strategy
Keywords: Turnaround Strategy
Description: This case describes how Recapital managed to acquire PT Aetra Air Jakarta and then, implemented a turnaround strategy. The company experienced growth and performance improvement in terms of volume water sold, NRW, and the number of customers. Until 2010, PT Aetra's revenues kept increasing.
Learning Objective: To give understanding on how to conduct turnaround strategy into a previously bad-shaped company
Setting/Industry: Energy
Page Length: 15
Availability: Internal and External usage
Supplemental materials: Teaching Note

18. 2008 FINANCIAL CRISIS DRIVEN SYNERGY TO SUSTAIN BUSINESS PERFORMANCE

Number: 211-1503-002
Publication Date: September, 2011
Author(s): Harly Toindo, Jimmy Sadeli
Topic: Business Synergy
Keywords: Value Chain Integration, Business Continuity and Survival, Managing Business Process Innovation, Leadership and Teamwork, Business Communication, Risk Management
Description: This case describes how PAMA, a mining contractor with several sub-contractor partners, had financial difficulties due to 2008 financial crisis. The sub-contractors could not afford to purchase necessary equipments to deliver their services doing mining operations. Therefore, they had to increase their fees. PAMA found an innovative solution by creating business synergy among affiliated companies.
Learning Objective: To give understanding on developing and forming business synergy among affiliated and diversified companies
Setting/Industry: Contractor
Page Length: 15
Availability: Internal usage (BBS only)
Supplemental materials: Teaching Note