Abstract

INDONESIAN BUSINESS SCHOOL INDUSTRY FORESIGHT IN RELATION WITH THE DEVELOPMENT ALTERNATIVES OF MMA-IPB

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Business school industry is one of subject to external trends over time. Industry foresight review in such environment uncertainty included industry competition level and needs of customers, has been reinforcing many schools of business to make a future scenario planning, which purposes to maintain current market position and to reach market leader in the future. Through myopia seeing, a new market that will be created in the future can be described. It helps schools to know how the trends will change and to develop the existing strategic planning that unlock the creativity of people within organization.

The objective of this study is to provide academic point of view of Indonesian business school industry foresight carried out by MMA-IPB, as well as to describe a strategic architecture that might be conducted within near future. The study was conducted using Paired Comparison and Delphi Technique, continued by a structured interview. The study was also conducted through descriptive analysis on business school industry using Structure, Conduct, and Performance approaches.

The results of interview are the descriptions of characteristic differences between current and future business school industry. The data obtained was analyzed to provide a complete overview on current competition level in business school industry which might contribute to a shift in MMA-IPB’s future strategy. Basically, measurement toward competition level in business school industry using Five Forces of Porter approach shows a description of high competition level. From the descriptive analysis, it was discovered that business school industry foresight tends to a open market where MMA-IPB should hold a different role compared to its current position. MMA-IPB should consequently be a market driven oriented organization while maintaining a wider activity networks. In the future, MMA-IPB has to look up to customized agribusiness management education program, as well as, to added value programs and services are the benefits which should be delivered to students.

In its strategic architecture, there are four strategies that should be prepared in order to create the MMA-IPB’s vision. The strategies are allocation strategy of strategic resources, curriculum innovation and transformation strategy, networking and outsourcing strategy, and program repositioning strategy. Through looking across the time, from the value a market delivers today to the value it might be delivered tomorrow, MMA-IPB’s managers can actively shape their innovation for a future market, a future program, and a future value.