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GUIDEBOOK

COBISMA **2024**
COMPETITION OF BUSINESS AND MANAGEMENT

THEME:

**Fostering Innovation: Encourage and Develop
Businesses with Sustainability Issues**

REGISTRATION LINK



sl.ut.ac.id/COBISMA2024

*registration is open from July 1 - July 31, 2024

COBISMA (COMPETITION OF BUSINESS AND MANAGEMENT) GUIDEBOOK
FACULTY OF ECONOMICS AND BUSINESS – OPEN UNIVERSITY
2024

Background

Since 2022, the Management Study Program at the Faculty of Economics and Business of Universitas Terbuka began to hold a competition in order to encourage the growth of new businesses among students and the public, which then we call COBISMA. COBISMA is a medium that will bring together UT students and students from various universities and community groups to jointly show their achievements in the business field in the form of competition. This competition will encourage broad student participation and foster interest in entrepreneurship. COBISMA is designed in such a way that there will be two workshops and one competition. The two workshops are intended to strengthen participants so that they have the knowledge and ability to compete well.

In 2024, COBISMA takes the theme "**Fostering Innovation: Encourage and Develop Businesses with Sustainability Issues**". This theme was taken with the hope of encouraging the growth of new businesses and/or expansion of businesses that are already run by participants with consideration of sustainable issues. By paying attention to and resolving sustainable issues, the business will also be sustainable. COBISMA not only targets new business ideas but also encourages innovations in improving or increasing business.

Purpose and objectives

The purpose of the COBISMA program is as a medium to encourage the growth of creative ideas and business interests from students and the community by paying attention to sustainability issues. COBISMA aims to increase the number of new entrepreneurs and increase the work productivity of a business unit.

Forms of activity

The theme of COBISMA 2024 is "**Fostering Innovation: Encourage and Develop Businesses with Sustainability Issues**" which is divided into three sub-themes as follows:

1. Sustainability Business
2. Sociopreneur
3. Circular Economy
4. Digital Creativepreneur

Each participant should select one of the sub-themes above that is most related to their business. They will be asked to create and present a business plan proposal for those who do not yet have a business or business innovation proposal for those who already run a business. To be able to prepare a good proposal, improve competence, and develop good business ideas and product concepts, **the committee held two workshops in which participants are obliged to participate** with the following details:

1. Workshop 1: Learn from practitioners and alumni who do business with the theme **Sociopreneur**
2. Workshop 2: Learn from academics and students who do business with the theme **Digital Creativepreneur**

Proposals selected to be presented will receive prizes according to the order of winners.

Assessment Aspects

There are 4 aspects of assessment in the competition, namely:

1. Assessment in terms of problems solved is judged from the social impact and impact on the business world, especially industry. The points will be greater if solutions can be used to overcome the problems of small and medium industries.
2. Assessment in terms of product or concept readiness to be implemented or implementation of methods or models to increase productivity. Solutions that are ready to use will get higher points.
3. Technical aspects of the assessment include clarity in describing the implementation of the production process or method to be applied as well as aspects of the technology used.
4. Assessment in terms of business opportunities looking at the business model, market opportunities, growth plan (scalability), and investment feasibility. If there is any benefit that can be obtained from implementing the innovation carried out will gain a good point.
5. Assessment in terms of presentation performance and answering skills.

Time Schedule

The following is the schedule for a series of COBISMA activities:

1. Participant Registration: July 1 – July 31, 2024
2. Workshop 1: August 10, 2024
3. Workshop 2: August 24, 2024
4. Proposal Submission Deadline: September 12, 2024
5. Final Presentation: September 18, 2024
6. Announcement of Winners: September 19, 2024

Registration

Registration can be done via the following link

COBISMA registration link: <https://sl.ut.ac.id/COBISMA2024>

Proposal Writing Instructions

Proposals are prepared using the following format:

- Chapter 1. Business Ideas
- Chapter 2. Customer and Competitor Analysis
- Chapter 3. Marketing Strategy Plan
- Chapter 4. Production Process
- Chapter 5. Human Resources
- Chapter 6. Funding Resources

Details of the proposal template will be explained in the first Workshop (August 10, 2024).

Workshop Speakers and Judges

Before proposals are submitted, the committee will hold two workshops as we mentioned above. After that, all proposals received will be reviewed, given feedback, and assessed by all the judges who have been appointed. There are two workshop speakers and four judges with the following details:

No	Name	Position and Institution	Task
1.	Masatsugu Nemoto, Ph.D.	Research Professor at Chungbuk National University, Korea Selatan	Jury

2.	Dr. Tri Siwi Agustina, SE., M.Si.	Lecturer at Universitas Airlangga	Jury
3.	Dr.E. Andriyansah, S.E., M.M.	Lecturer at Universitas Terbuka	Jury
4.	Halim Dedy Perdana, S.E., M.SM., M.Rech., Ak.	Lecturer at Universitas Terbuka	Jury
5.	Dr. Wisnu Sakti Dewobroto, S.T., M.Sc.	Senior Advisor to The Minister of Entrepreneurship at the Ministry of Cooperatives and SMEs of The Republic of Indonesia	Speakers of Workshop 1
6.	Catur Sugiarto, S.E., M.SM., M.Rech., Ph.D., CDMP - Narasumber Workshop	Lecturer at Universitas Sebelas Maret	Speakers of Workshop 2

Contact Person:

Mentor Coordinator of Regional UT

Imas Maesaroh, S.E., M.Si.

(+6281214389945)

Chairman of COBISMA Committee

Elisabeth Ria Viana Praningtyas, S.Ak., M.Sc.