



FACT SHEET MAGISTER MANAGEMENT



**UNIVERSITAS
PRASETIYA MULYA**
Magister Manajemen



About Prasetiya Mulya



At a Glance

The pioneer of MBA Program in Indonesia



1980 : Prasetiya Mulya was founded by a group of prominent Indonesian business leaders

1982 : Prasetiya Mulya Business School, Cilandak Campus

The first MBA program in Indonesia

2011 : BSD Campus

2016 : Universitas Prasetiya Mulya

‘A’ Accreditation from Badan Akreditasi Nasional
Member of AACSB

Program Strengths

**competitive admission
test** – highly selected
students

state-of-the-art,
applicative business
knowledge,
comprehensive,
relevant

**supportive learning
atmosphere**

**cooperation &
competitive culture**

**full-time
faculty members**

**business plan
as the final project**

Our Achievements

1997

The best MM (eq. MBA) program in Indonesia (Asian Wall Street Journal 1997 Survey)

2003

The highest performance satisfaction among perspective students, students, & alumni (SWA & MARS 2003 Survey)

2008

The best private business school & the 1st rank chosen by new graduates & executives in Indonesia (SWA Magazine Survey, July 2008)

2009

The best private business school & the 1st rank chosen by executives & professionals in Indonesia. (SWA Magazine Survey, May 2009)

2010

Platinum Business School (Survey US Higher Education System in Indonesia, 2010)

2013

PTS Unggulan in all categories : (Kopertis Wil. III)

2014

PTS Unggulan in all categories Development (Kopertis Wil. III)

International Competitions



2009

First Winner, Champion of the GSVC, UC Berkeley - USA,
competing with more than 150 MBA teams worldwide



2012

The Winner of GSVC Southeast Asia Round – Bangkok, Thailand
“Best Social Impact Assessment” and “Best 60 Second Pitch” Micro



Oasis Team, **2014**

Winner Global Social Venture Competition (GSVC) Regional
Competition, Bangkok - Thailand



2015

Best Venture Exhibit & Most Favorite Group, The Mai Bangkok,
Business Challenge SASIN



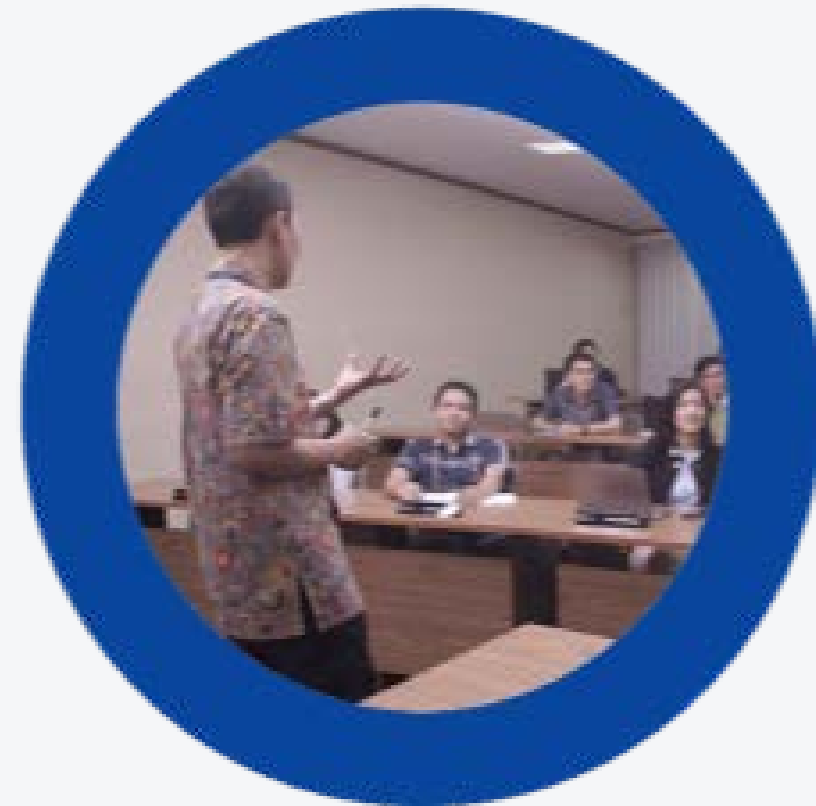
2016

1st Winner, Best Second 99 Pitch, Best 24 Hours Case, HM The
King’s Award, Siam Bank Challenge, Thailand



Supporting Facilities

Amphitheatre
Classroom



Business Simulation
Lab



Auditorium



Gazebo / **Student
Corner**



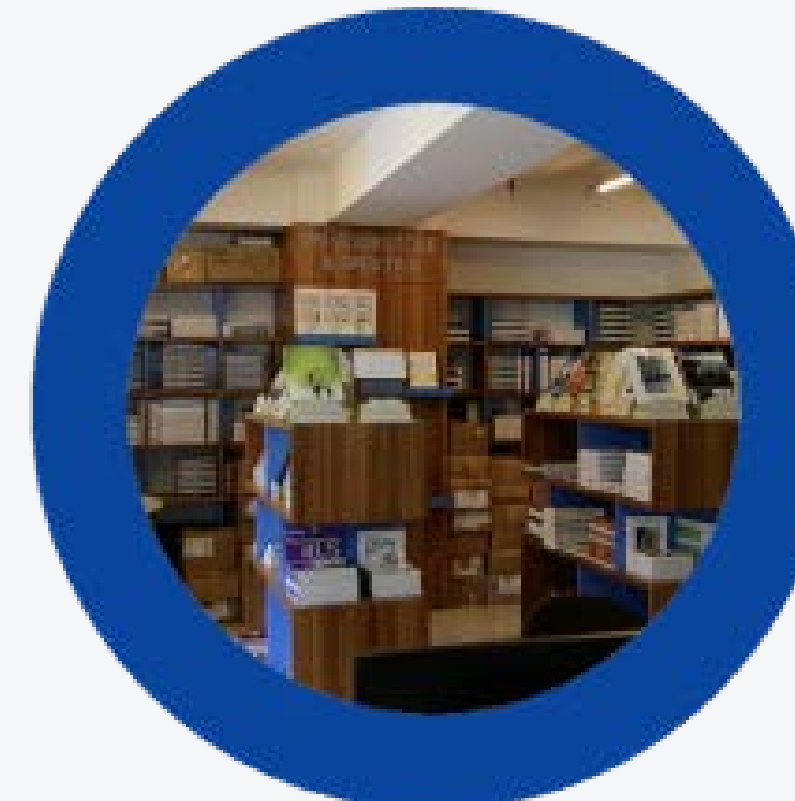
Outdoor **Sport Hall**



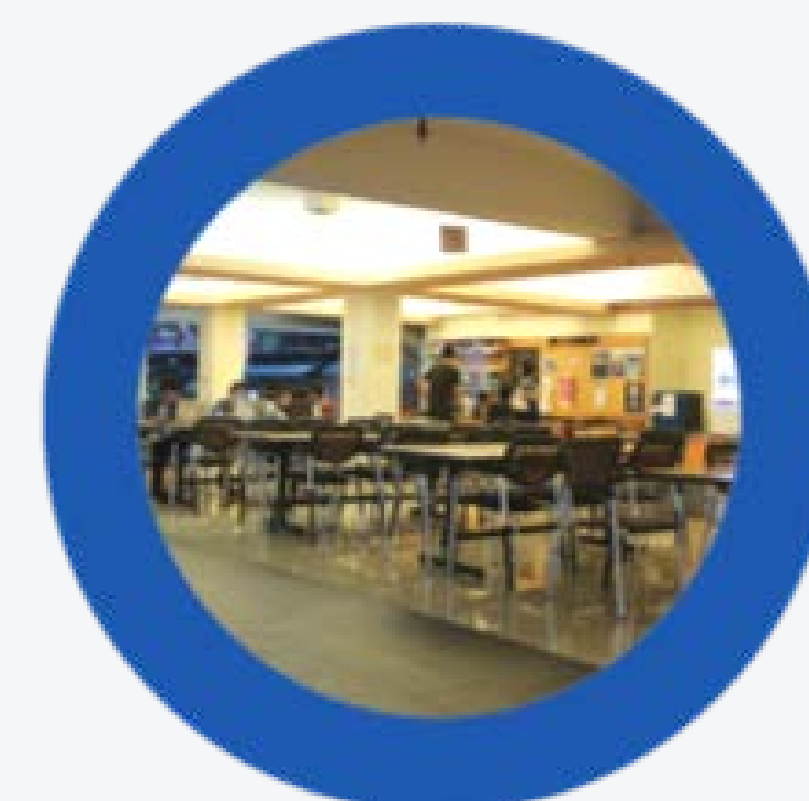
General Lecture
Auditorium



Bookstore



Food **Court**





Tanoto Library

ONE OF THE BEST IN TOWN BUSINESS COLLECTIONS

More than **40.000** textbooks

Various **national and international** journals

CD ROM Pro-quest **business periodicals**

Collections of **magazines, newspaper and audio**

video

Career Development Center





Alumni Profile

Expected Alumni Profile

To ensure that our graduates are

- ❖ **Change Agent**
- ❖ **Human Developer**
- ❖ **High Achiever**
- ❖ **Team Player**
- ❖ **International Perspective**
- ❖ **Integrity**



MM Full-Time Alumni

Position

After Graduate



LIEM MERRIE ELIZABETH

Alumni MMR, 2015

Founder & Creative Director at BloBar Co.

Awarded as Forbes 30 Under 30 Asia

2016

Forbes
30 under 30

MM Full-Time Alumni

Position After Graduate



RULLY GUMILAR

Alumni MMR, 2001

Marketing Project Specialist, 2001

Brand Manager – DANCOW, 2003

Global Marketing Advisor, 2007

Assistant VP, 2009

VP Business Unit, 2011

MM Part-Time Alumni



more than 5000 other alumni (50% at directorships level)



Student Profile & Programs

Student Profile MM Regular 2017

Gender



Male : 67%



Female : 33%

Education Background



30%

Economic,
business &
accounting



43%

Engineering



27%

Others
(Arts, Law, Communication,
Architecture, Tourism)

University



State Uni
40%



Private Uni
57%



Overseas
3%

Age



57%

22-23 years old



40%

24-25 years old

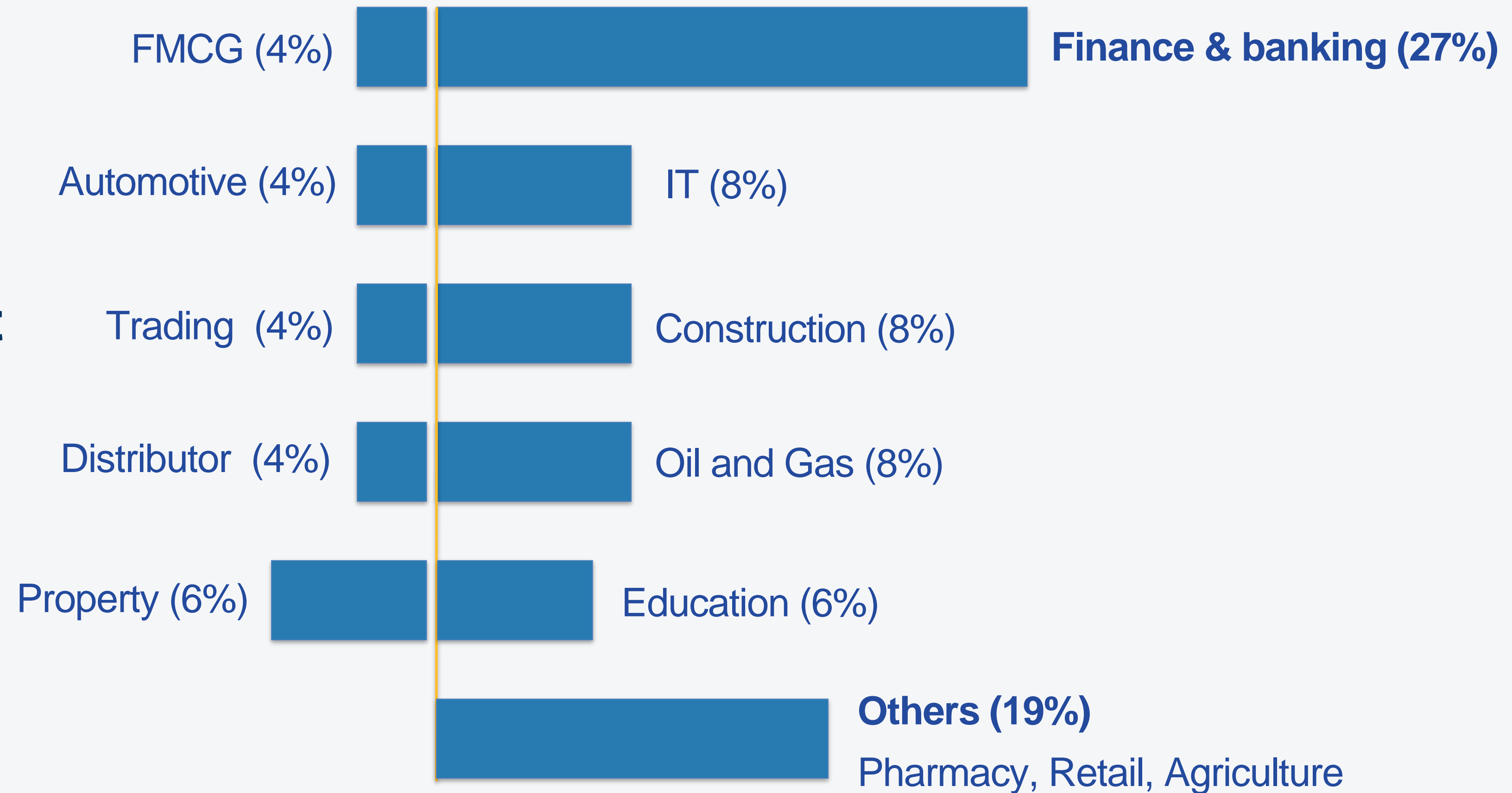


3%

>25 years old

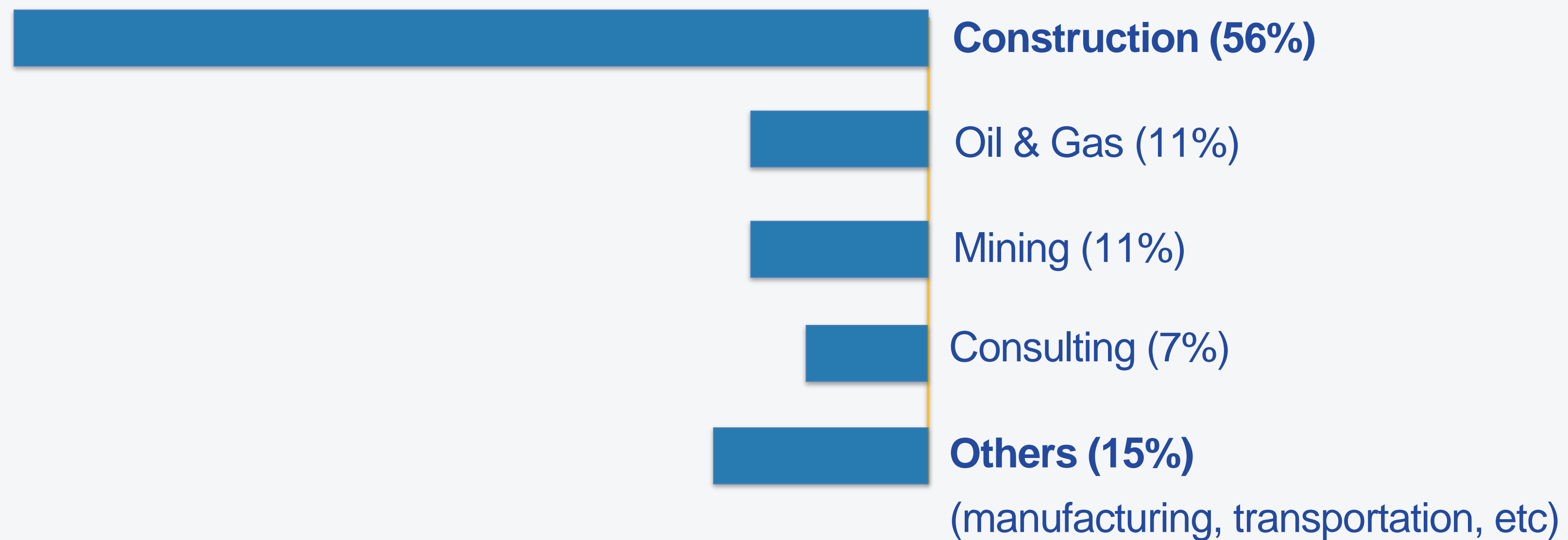
Student Profile
**MM Business Management
2017**

Industrial Background

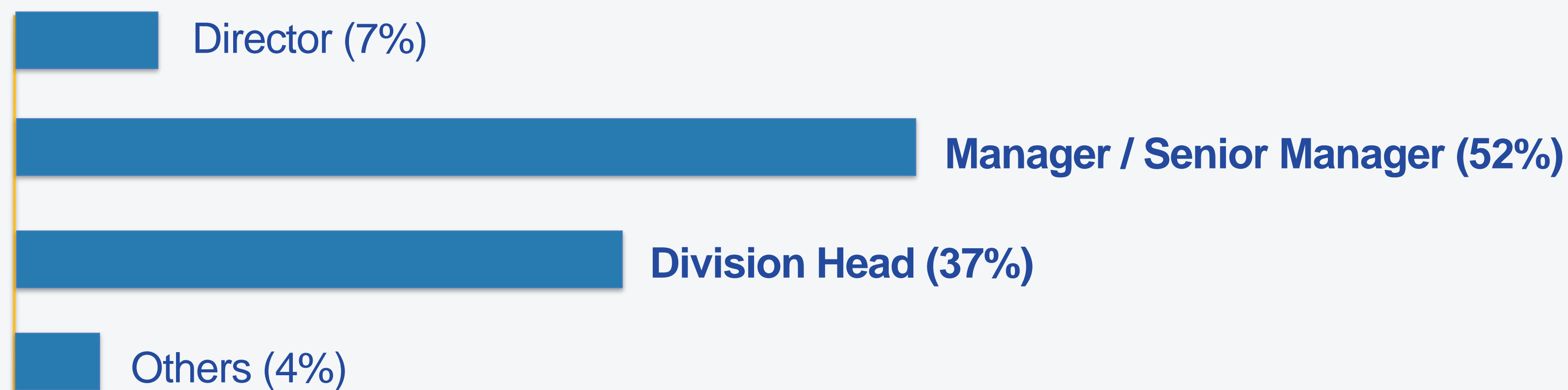




Industrial Background



Position at Work



Student Profile
MM Strategic Management 2017

<p>MM REGULAR (MMR) Full-Time</p>	<p>Less than 2-year working experience</p>	<p>16-month program + 2-month Matriculation</p>	<p>Monday to Friday (08.30 to 16.15)</p>
<p>MM BUSINESS MANAGEMENT (MMBM) Part-Time</p>	<p>More than 2-year working experience</p>	<p>20-month program + 2-month Matriculation</p>	<p>MMBM – A Monday-Wednesday-Friday (18.30 to 21.15) (Elective courses: Tuesday or Thursday)</p>
			<p>MMBM – B Friday (18.30 to 21.15) & Saturday (09.00 to 16.15) (Elective courses: Tuesday or Thursday evening)</p>
<p>MM STRATEGIC MANAGEMENT (MMSM) Part-Time</p>	<p>More than 5-year working experience At a strategic-level position</p>	<p>20-month program + 2-month Matriculation</p>	<p>MMSM - Strategic Innovation Track Monday-Wednesday-Friday (18.30 to 21.15) (Elective courses: Tuesday or Thursday)</p>
			<p>MMSM - Global Business Management Track Monday-Wednesday-Friday (18.30 to 21.15) (Elective courses: Tuesday or Thursday)</p>



MM Regular (MMR)

	Subjects (credit)		Workshops (0 credit)
Matriculation	Statistics for Business Consumer Behavior Financial Accounting		Introduction to Business Communication
Term-1	Economics for Business Managerial Accounting Corporate Finance Organizational Behavior Marketing Management		Design Thinking Essential Business Communication 1 Personal Leadership Development (PLD)
Term-2	Operations Management Strategic Management Business Ethics & Corporate Social Responsibility Human Resources Management		Digital Transformation Essential Business Communication 2 Personal Leadership Development (PLD)
Term-3	Finance Major Advanced Corporate Finance Business Valuation Managing Innovation Business Research	Marketing Major Strategic Marketing Brand Strategy Managing Innovation Business Research	Taxation Essential Business Communication 3 Personal Leadership Development (PLD)
Term-4	Business Simulation Elective 1 and Elective 2 Business Plan		Business Law

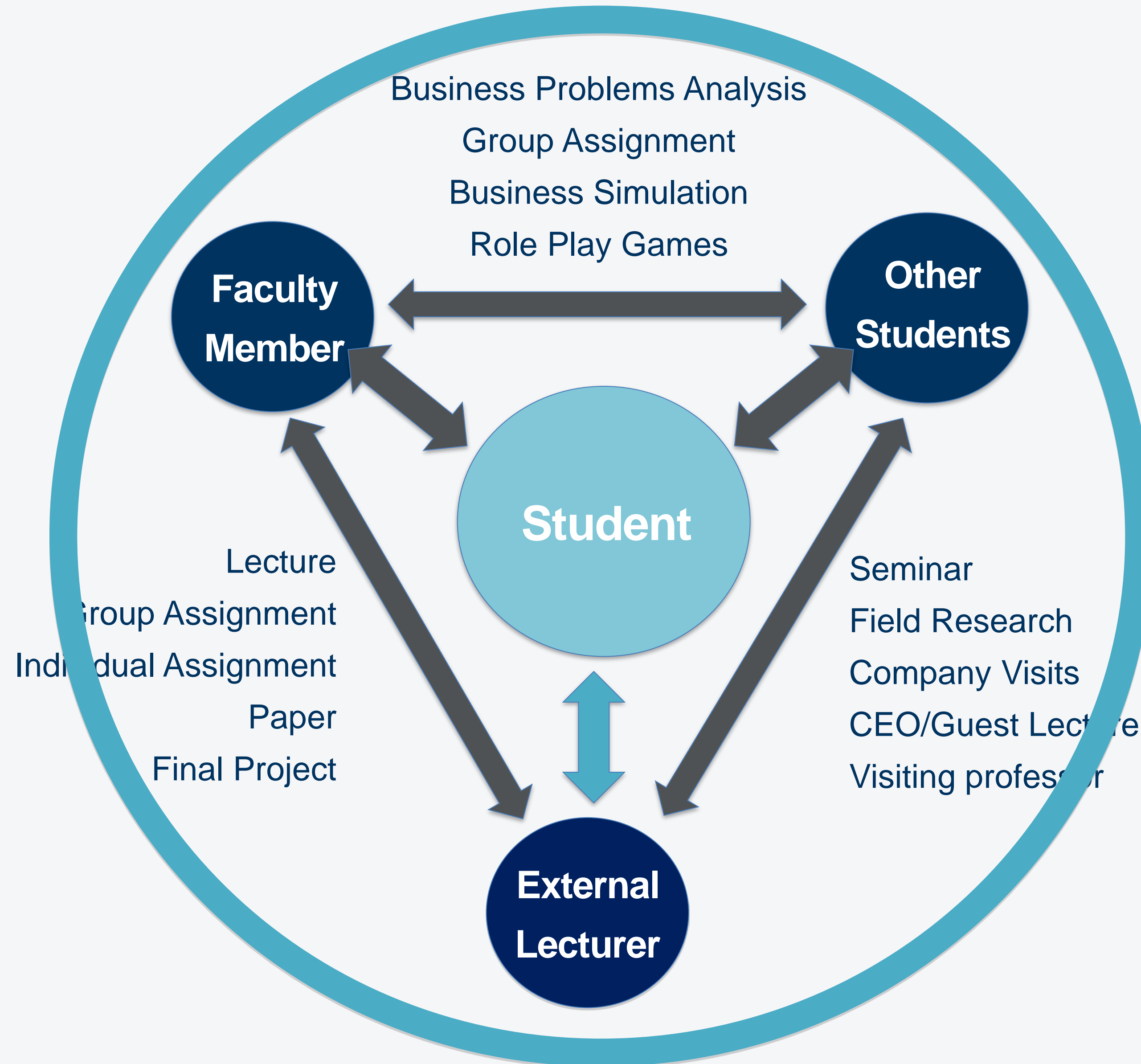
MM Business Management (MMBM – A & B)

	Subjects	Workshops (0 credit)
Matriculation	Business Decision Analysis Consumer Behavior Accounting for Manager	
Term-1	Economics for Business Corporate Finance Organizational Behavior & Human Resources Management	Personal Leadership Development (optional)
Term-2	Marketing Management Strategic Management Business Ethics & Corporate Social Responsibility	Personal Leadership Development (optional)
Term-3	Operations Management Managing Innovation Business Research	Personal Leadership Development (optional)
Term-4	Business Simulation Elective 1 Elective 2	Personal Leadership Development (optional)
Term-5	Elective 3 Business Plan	Negotiation in Business



MM Strategic Management (MMSM)

	Subjects		Workshops (0 credit)
Matriculation	Accounting for Executives Business Ethics & Corporate Social Responsibility		Negotiation in Business
Term-1	Economic Perspectives on Global Market Strategic Decision Making Organizational Behavior – Global Perspectives		Personal Leadership Development (optional)
Term-2	Corporate Finance Strategy Operations Strategy Business Research		Personal Leadership Development (optional)
	Strategic Innovation Track	Global Business Management Track	
Term-3	Strategic Management Strategic Marketing Management Managing Innovation	Strategic Management – Global Project (GP) International Marketing Management (GP) Managing Innovation (GP)	Personal Leadership Development (optional)
Term-4	Managing Business Growth Elective 1 Elective 2	International Comparative Management Elective 1 Elective 2	Personal Leadership Development (optional)
Term-5	Business Law and Regulations Business Plan	Global Supply Chain Management Business Plan – Global Project	



Our Faculty Members

	<p>More than 80% doctorate degree holders in business and management (mostly from overseas universities)</p>
	<p>6 Professors in business and management (Strategic Management, Business Economics, Finance, Marketing, Organization)</p>
	<p>Business/Professional Experience 8-10 years in different industries</p>
	<p>Full-Time Faculty Members</p>
	<p>Adjunct Faculty Members (business leaders, expert, consultant, entrepreneurs)</p>

International Collaborations



Global Business Immersion, Student Exchange, Visiting Professors

Australia		Deakin University, Melbourne
China		Peking University HSBC Business School
Japan		Ritsumeikan University, Kyoto
Korea		The Korea Advanced Institute of Science & Technology (KAIST), Daejeon
Taiwan		National Taiwan University
USA		William & Mary School of Business, Virginia, Georgia Tech

Korea – Indonesia – Taiwan (KIT) Program



Cultural event



Company visit




General Lecture
(Prof. Betty Chung from **KAIST**)

CEO LECTURES



Sigit Pramono, MM
Former CEO PT BNI, Tbk

“Revitalisasi Perusahaan,
Studi Kasus Bank BNI”



Sofjan Wanandi
Chairman APINDO

“Peluang Bisnis di
Indonesia di Mata
Pengusaha”

GUEST LECTURES



Edgar Ekaputra
Executive Director
Ernst & Young

“M&A Deal Process and Current
Issues from Investment Banking
Standpoint”



Justin Doebele
Chief Editorial Advisor
Forbes Indonesia

“Managing Cultural Differences:
Management Practises in Forbes
Indonesia”

Business Plan MM Regular



ECOFAEBRICK

Bricks Made from Cow Dung

GSVC

Global Winner
Berkeley, USA, 2009



CHIQUE

Chicken Feather Parquet

GSVC

Global Finalist
Berkeley, USA, 2014

SASIN

Best Venture Exhibit, Recognition of
Sustainability & Best Team Synergy
Thailand, 2014



INOVASI KAPAL NUSANTARA

Kapal Nelayan Pelat Baja Berlisensi

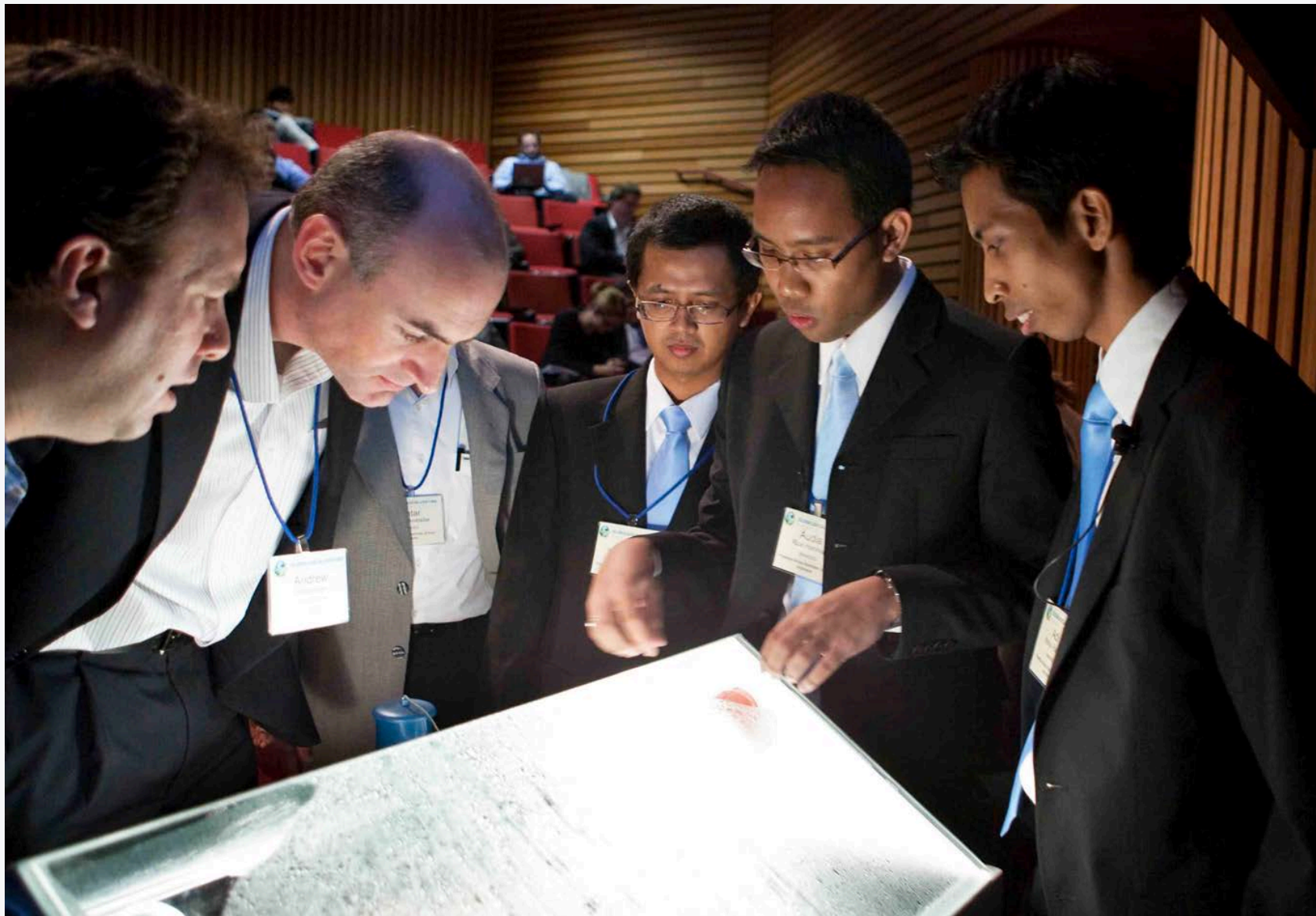
GSVC

South East Asia Finalist
Thailand, 2016

SASIN

South East Asia Finalist
Thailand, 2016

Business Plan MM Business Management



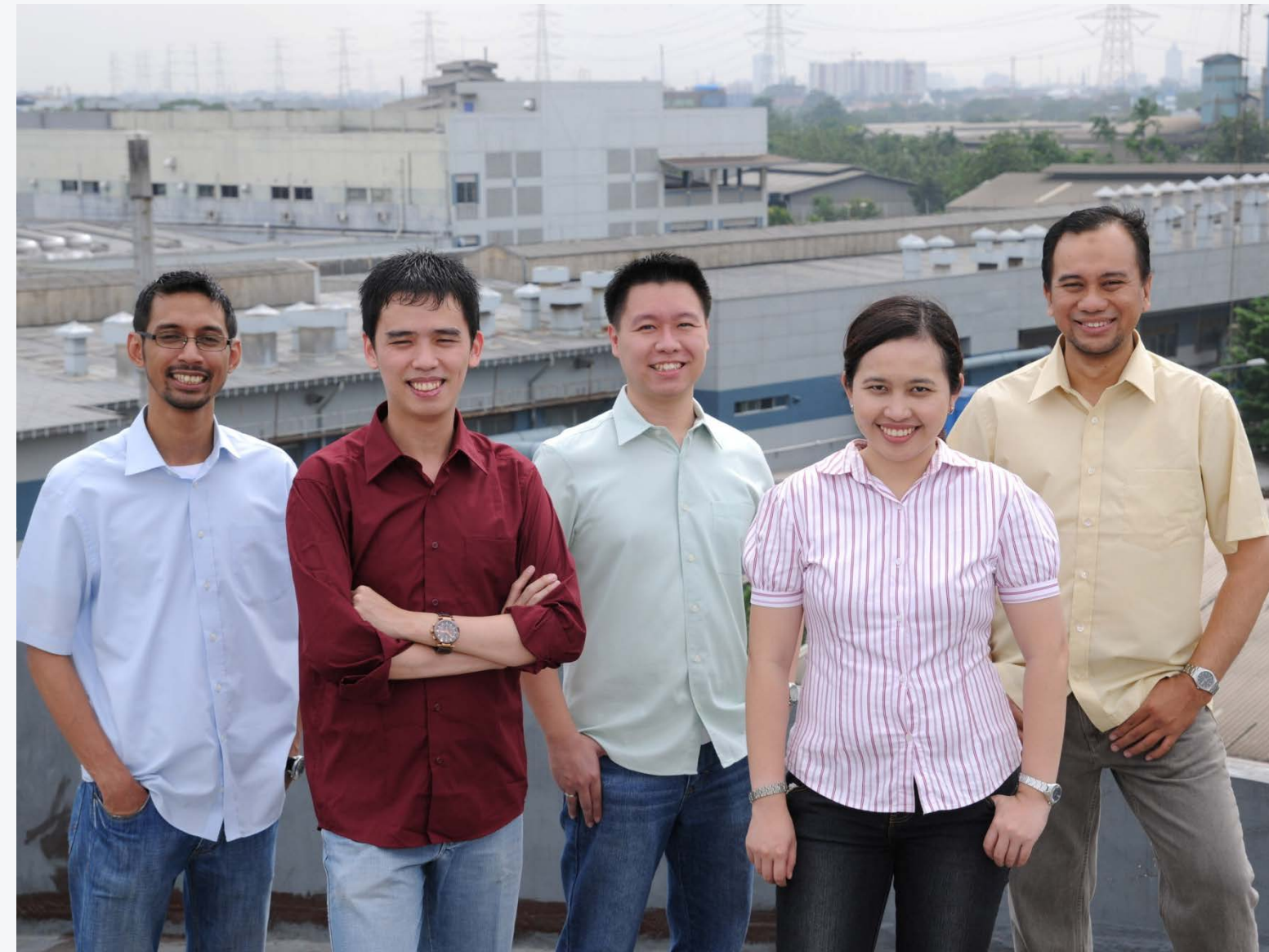
AMANDES

Purified Sea Water Business Venture

GSVC

Global Finalist & Special Award in
Innovation

Berkeley, USA 2010



BIOLUBRICANT

A Solution of Renewable Resources

SASIN

Environment Concerns Award Winner
Thailand, 2011



MAGNiVY

Mangrove Rehabilitation for Environment and
Society

GSVC

Winner in the Social Impact Assessment
(SIA) Award
Berkeley, USA 2011

Business Plan **MM Strategic Innovation**



STEMMYMEDICA

A Solution of Renewable Resources

SASIN

Semi-Finalist
Thailand, 2009

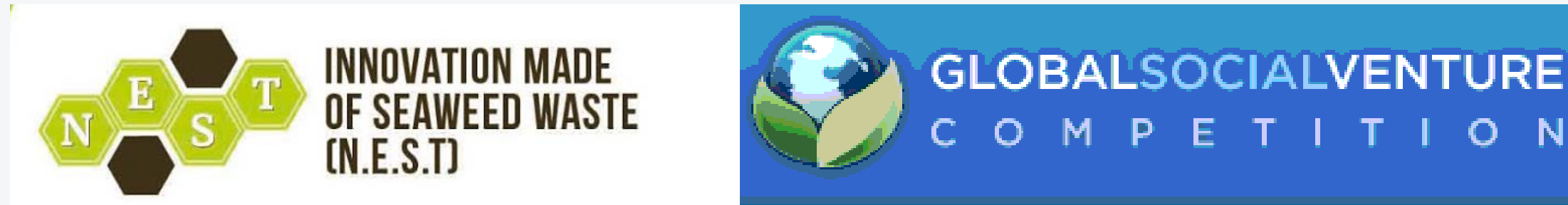


RUBBERIZED COIR

Unveiling the Hidden Treasure of Indonesia

SASIN

Team Finalists & Best Presentation Award
Thailand, 2010



NIMADE ASTRI FRISKA SITOANG RENARD FABIAN NADIA HARTONO

Congratulations

NEST TEAM

-students of MMR batch 49-

has won

H.R.H Princess
Maha Chakri
Sirindhorn's
Sustainability
Award

Best Venture
Exhibit

Most
Favorite Team
in Group D

The mai Bangkok Business Challenge® @ Sasin 2015
12 - 14 February 2015



Nest Team
The Mai Bangkok Business Challenge @Sasin 2015

- H.R.H. Princess Maha Chakri Sirindhorn's Sustainability Award
- Best Venture Exhibit
- Most Favorite Team in Group D



iGloos, Continue Life

Igloos is a compact, comfortable, and fast product to help people in need of emergency shelter. Igloos provides a semi-permanent residential concept, devoted to the victims of disasters and other temporary shelter needs in an emergency.



Student
Achievements



**UNIVERSITAS
PRASETIYA MULYA**
Magister Manajemen

Contact Us



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Instagram : [instagram.com/pmbs_id](https://www.instagram.com/pmbs_id)



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**CREATING
DRIVERS
— OF —
CHANGE**