



CBM is an intensive integrated management education program which is designed to encompass all aspects of business management in a modular system. This program is intended to provide a deeper understanding in a certain field. The program uses a combination of teaching-learning methods, including lectures, case studies, seminars, group discussions, and group assignments.

# CBM

## Certificate of Business Management

# CERTIFICATE OF BUSINESS MANAGEMENT PROGRAM

- Certificate management learning program that is intensively organized
- Non-degree academic program covering all aspects of business management which is packaged in a modular system.

## Metode

Weights are balanced between concept and the application in business practices

- Lecturing
- Case Study
- Discussion
- Business Simulation
- Individual and group task
- Games
- Role Plays
- The process of learning through the experiences of business practitioners as guest speaker.

## General Business Management

### Objectives

- Provide a comprehensive and integrated insight about the role of management
- Improve the understanding of interrelatedness between functions in management.

### Scope of Learning

#### **Business and Management**

1. Business Ecosystem
2. Role of Management and Leadership in Business Organization
3. Management Cycle

#### **Managing Value for Customer**

4. Managing Perceived Benefit
5. Managing Perceived Risk
6. Communicating the Value to Customer
7. Delivering Value to the Customer

#### **Managing Business Process**

8. Managing Capacity
9. Managing Quality
10. Managing Process Improvement

#### **Managing People and Organization**

11. Organizational Behavior
12. Recruitment, Compensation and Employee Relation
13. Development, Career and Performance
14. Organization Development

#### **Managing Finance**

15. Introduction to Financial Statement
16. Operational Decision Making: Profitable Management
17. Operational Decision Making: Cash Flow Management

#### **Managing Business Strategy and Growth**

18. Competitive Strategy
19. Investment Decision
20. Financing Decision

#### **Managing Execution**

21. Implementing The Strategy
22. Readership in Business
23. Business Ethics and Social responsibility.

### Learning Method

In-class lectures, case studies, group discussions, a comprehensive summary from group work seminars at the end of the program.

### Participants

- Those who do not have any educational background in management
- Those who are at the starting position within the corps of management.

2 times a week



6.30 - 9.30 P.M



17 Jan - 11 Apr 2017

7 Sept - 28 Nov 2017

Investment:  
IDR. 18.500.000

## Financial Management

Management nowadays demands business professionals and executives to have the ability to think, act and make decisions in an integrated and cross-functional way. The idea that financial management knowledge is only required by certain people is no longer valid in business management. Currently, all professionals especially those in middle and upper levels, need to understand Enterprise Financial Management in order to achieve optimal performance.

### Objectives

To give a comprehensive understanding of corporate Financial Management concepts, practices, and current issues in order to enhance short term as well as long term strategic investment and decision making.

This module is intended to enhance the ability of executives from financial management field or financial industries in understanding risks and returns, thus decision making of chances in investment, financing resources, and dividends policy could be optimized.

### Scope of Learning

- Value Creation and Corporate Finance
- Understanding Financial Statement
- Financial Statement Analysis
- Working Capital Management
- Cash Flow Statement
- Cash Flow and Financial Planning
- Time Value of Money
- Valuation
- Risk and Return
- Cost of Capital
- Capital Budgeting Techniques
- Capital Budgeting Cash Flows and Risk
- Sources of Fund
- Capital Structure Theory
- Dividend Policy.

### Learning Method

In-class lectures, case studies, group discussions, a comprehensive summary from group work seminars at the end of the program.

### Participants

- Corporate Business Development Team
- Credit Analyst, Risk Management Officers, Banks' Loan Officers
- Financial Controller, Finance Manager, Treasurer and finance department Senior Staff
- Fresh graduates who have desire to be entrepreneurs
- Non financial managers who eager to increase their competence of financial management in order to enhance their knowledge and work performance
- Consultants and other professionals that wish to complement the insight of financial management.

2 times a week



6.30 - 9.30 P.M



17 Jan - 11 Apr 2017

2 May - 10 Aug 2017

Investment:  
IDR. 19.000.000

# Marketing Management

Not only discussing the concept, Marketing Management Module also discusses the important role of marketing in profit-oriented and nonprofit organizations. Rather than only a part of an organization, marketing today is a critical function to support the effort of a company in achieving its mission, vision and the strategic plans. Marketing efforts would be more productive in achieving the corporate goals if all of the divisions in the company are able to work together.

## Objectives

At the end of the program, participants are expected to:

- Increase the understanding in marketing area and to be able to apply it in the marketing strategy of the company
- Improve the ability of marketing executives in developing and using marketing plans and strategies
- Develop the sensitivity of marketing executives to the opportunities and problems of the given products or services
- Allowing marketing executives to be able to working with other functional executives in order to achieving corporate goals
- Understand the evolution and trend of current marketing strategy.

## Scope of Learning

### **Consumer Behavior**

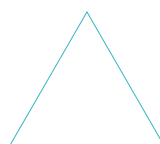
- Marketing Framework (Value Creation Strategy)
- Consumer Behavior 1: Cognitive & Affective Approach
- Consumer Behavior 2: Behavior Approach
- Customer Value
- Customer Satisfaction
- Marketing Research

### **Marketing Management**

- Market Analysis, Market Potential, Demand Analysis
- Segmenting and Targeting
- Differentiation & Positioning
- Brand Strategy
- Product (Goods) Strategy
- Product (Services) Strategy
- Pricing Strategy
- Channel Strategy
- Integrated Marketing Communication
- Marketing Strategy

### **Marketing Strategy**

- Competitor Analysis
- B2B Strategy
- Digital marketing
- Marketing Plan
- Value-Based Marketing
- Customer Relationship Marketing.



# Marketing Management

## Learning Method

In-class lectures, case studies, group discussions, a comprehensive summary from group work seminars of marketing plan at the end of the program.

## Participants

- Business practitioners or entrepreneurs, who need to plan their marketing strategies for delivering the products or services
- Marketing professionals who are eager to update their knowledge or ability of the latest marketing trends
- Professionals across functions within the company, who are eager to understand marketing in order to support their current jobs
- Professors, Lecturers, Teachers, and Consultants who are eager to broaden their knowledge in marketing.

2 times a week



6.30 - 9.30 P.M



17 Jan - 11 Apr 2017

2 May - 10 Aug 2017

Investment:  
IDR. 19.000.000

# Human Resource Management

Facing a business competition, the success of a company in achieving its mission and vision is determined by management. Good cooperation across functions within the company will support the achievement of targets. Therefore the management of human resources is very influential on overall company performance.

Curriculum framework in CBM Human Resource Management is based on the Body of Knowledge from several international certification entities for professional who occupied in area of Human Resource Management.

## Objectives

- Provide unified insight on organizational behavior and strategic management of Human Resources
- Increase the understanding of participants in organizational behavior and human resource management strategies
- Increase the competence of participants in managing HR
- Increase the competence of participants in managing the organization.

## Scope of Learning

- Business Strategy and HR Role
- Workforce Planning
- Employment : Recruitment and Selection
- Maintaining Human Resource
- Developing Human Capital
- Compensation and Benefit
- Employee and Industrial Relations
- Global Talent Mobility: Diversity Management
- Strategic HR Management
  - Organizational Development
  - Organizational Culture
  - Learning Organization
  - Knowledge Management
  - Talent Management.

## Learning Method

In-class lectures, case studies, group discussions, a comprehensive summary from group work seminars at the end of the program.

## Participants

- Those who had a management background
- Those who are in managerial positions
- Professors, lecturers, teachers and consultants who wish to get a deeper knowledge on the area of human resources, or to complement his/her insights for those who come from another management functions.

2 times a week



6.30 - 9.30 P.M



17 Jan - 11 Apr 2017

7 Sept - 28 Nov 2017

Investment:  
IDR. 19.000.000



# Operations Management

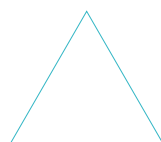
Dynamic business competition requires companies to be able to utilize all the opportunities it encountered. In addition to the efficient funding and marketing efforts, operations and production management increase its chances of winning the competition through: resource optimization, process flexibility, product quality, as well as service and timely delivery. The advantages which are derived from the production strategy and the efficient as well as pro-environment operations, are not easy to be replicated.

## Objectives

- Complementing the understanding of concepts and improving operational management skills in a dynamic environment.
- Enhancing understanding of the mutual influence of business strategic decisions with the strategy, management, and the operation processes
- Developing concepts and techniques to identify and utilize the opportunities of operational excellence enhancement, as well as to identify and resolve problems that threaten the continuous operation implementation
- Enhancing the abilities to plan, control, and improve the operating performance for improving the efficiency, effectiveness and productivity.

## Scope of Learning

1. *Introduction to Operation Management / Operation Strategy and Competitiveness*
2. *Product Design / Process Selection*
3. *Strategic Capacity Planning*
4. *Normal Distribution*
5. *Process Analysis*
6. *Decision Analysis*
7. *Facility Layout*
8. *Linear Programming*
9. *ISO 9000 & 14000 / Six Sigma Quality*
10. *Business Forecasting*
11. *SPC & Process Capability*
12. *Project Management*
13. *Purchasing & Supply Management*
14. *Managing Inventory (ABC,EOQ) / Simulation*
15. *Description of PUMPO  
Logistics Management*
16. *Managing Inventory (Q&P system) / PUMPO 1*
17. *Lean Supply Chain*
18. *Managing Inventory (MRP)/PUMPO2*
19. *Scheduling / PUMPO 3*
20. *Service Process / PUMPO 4*
21. *Measuring Service Performance / PUMPO 5*
22. *Service Capacity & Demand / PUMPO 6.*





# Operations Management

## Learning Method

In-class lectures, case studies, group discussions, a comprehensive summary from group work seminars at the end of the program.

## Participants

- Pioneers in the field of manufacturing or services, who need to properly plan the production process or service
- Professionals who are eager to excel in the operations and production function
- Business practitioners who are eager to understand the operations and productions function in order to seek and create the opportunities in gaining the competitive advantage
- Lecturers, Teachers, Consultants who are eager to learn more and broaden the knowledge of operations and production subject
- Professionals who are in the production functions.

2 times a week



6.30 - 9.30 P.M



2 May - 10 Aug 2017

Investment:  
IDR. 19.000.000

## Business Strategy

These curriculum frameworks of CBM Business Strategy are constructed based on Strategic Management Common Body of Knowledge, which is used as reference by Strategic Management Society. Adjustments made to the realities and challenges that occur in the practice of strategic management in Indonesia make the accentuation of the nine parts of body of knowledge (BOK) differs from the original. Some parts such as Strategic Human Capital, Knowledge and Innovation are do not included since they have been accommodated in our other CBM programs.

### Scope of Learning

- The Scope of Strategic Management
- Strategic Management School of Thought
- Competitive Strategy
  - External and Internal Assessment
  - Competitive Strategy: Market Position
- Perspective
  - Competitive Strategy: Resource Based
- View
  - Sustainable Competitive Advantage
- Corporate Strategy and Governance
  - Growth and Portfolio Strategy
  - Parenting Strategy
- Global Strategy
- Stakeholder Strategy
- Strategy Process and Practice

### Learning Method

In-class lectures, case studies, group discussions, a comprehensive summary from group work seminars at the end of the program.

### Participants

- Being at the level of management who integratively make a cross-functional decisions
- And being at the level of management who have the exposure to the decision making of business strategy (a strategy to establish a competitive advantages) or company's strategy (a strategy for growth through a portfolio of business)
- Or working in the field of business development, either as a management practitioner in the company or business consultant
- Or as the owner of the company
- Or as the commissioner or independent commissioner in the company.

2 times a week



6.30 - 9.30 P.M



2 May - 10 Aug 2017

Investment:  
IDR. 21.000.000

# Financial Performance Analysis

## Objectives

To give a better understanding of theories and practices of the corporate financial performance structure, so as improving the ability of internal control as well as day to day operational and business decision making. This module is expected to enhance the capability of Executives in financial area so that some activities such as: performance evaluation, business decision making, budgeting and capital structure, and developing Balanced Scorecard to optimize shareholder value.

## Scope of Learning

- Conceptual Framework and Financial Statements and Transactional Analysis
- Performance Measurement: Accrual Accounting & Internal Control
- Managing Capex: PPE & Intangibles
- Operational Decision
- Analysis Budgeting & Responsibility accounting
- Cash flows & Funds Decision
- Shareholders Value Creation
- Balanced Scorecard & Performance Evaluation.

## Learning Method

In-class lectures, case studies, group discussions, a comprehensive summary from group work seminars at the end of the program.

## Participants

- Being at the level of management who integratively make a cross-functional decisions
- And being at the level of management who have the exposure to the business strategy decision making of business strategy (a strategy to establish a competitive advantages) or company strategy (a strategy for growth through a business portfolio)
- Or working in the field of business development, either as a management practitioner in the company or business consultant
- Or as the owner of the company
- Or as the commissioner or independent commissioner in the company
- Financial Analysts on the corporate, banking, and securities
- Those who are at the accounting, treasury, or finance function.

2 times a week



6.30 - 9.30 P.M



7 Sept - 28 Nov 2017

Investment:  
IDR. 19.000.000

# Strategic Financial Management

## Objectives

Provide insights into a financial decision-making in a long term plan of a company, the available time and options when the company experiences any crisis as well as on its top performance.

This module is expected to enhance the ability of the Executives of high-level Financial Management so as to optimize the decision making of some opportunities and choices under vary conditions in the company.

## Scope of Learning

- Financial Consolidation & Analysis
- Investment Decision & Financing Structure
- Various Source of Funds
- Privatization & Restructury
- Merger & Acquisition
- Hedging.

## Learning Method

In-class lectures, case studies, group discussions, a comprehensive summary from group work seminars at the end of the program.

## Participants

- Finance Director, Financial Controller and Finance Manager
- Fresh graduates who eager to become consultants
- Credit Analysts, Risk Management Officers, Bank Loan Officers
- Professionals and Supporting Staffs of Investment Banking companies
- Chief Executive Officers
- Other Consultants and professionals who want to expand their spectrums of knowledge in the field of Financial Management
- Those who have ever joined any Financial Management classes.

2 times a week



6.30 - 9.30 P.M



7 Sept - 28 Nov 2017

Investment:  
IDR. 21.000.000

# PROGRAM INFORMATION

## **Time and Venue**

2 times a week (6.30 - 9.30 P.M)

Prasetiya Mulya University-Cilandak Campus

Jl. RA Kartini (TB Simatupang), Cilandak Barat Jakarta Selatan.

## **Certificate**

Participants are entitled to a "Certificate of Accomplishment" and transcripts or "Certificate of Participation" for taking these CBM modules.

A participant is entitled to obtain a "Certificate of Accomplishment" when he/she meets the following conditions:

- Presence requirement of classroom activity minimum 70% of the total meetings
- Minimum score required to pass in the Certificate of Business Management program is 56 for the entire topics within the module

Should have not fulfilled the above prerequisite, participant is entitled to obtain a "Certificate of Participation".

## **Information and Registration**

✉ : [information.eli@pmbs.ac.id](mailto:information.eli@pmbs.ac.id)

[registration.eli@pmbs.ac.id](mailto:registration.eli@pmbs.ac.id)

☎ : +62 21 7511140, 7511126 ext. 1009 - 1010

📱 : +62 818 0873 7773

🌐 : [www.pmeli.ac.id](http://www.pmeli.ac.id)

🕒 : 08:30 A.M. to 04:30 P.M. Monday to Friday

## **Payment**

- No later than the program commencement
- No tax deduction
- Early Bird:
  - 7.5% deduction should the payments made 2 (two) weeks prior to the program commencement
- Please contact our Advisers for Prasetiya Mulya alumni and group special rate
- Please transfer to:

### **BCA, SCBD Equity Tower main branch office**

Acc no.: 006 321 2021 Tax Number: 01.367.159.9-062.000 on behalf of Yayasan Prasetiya Mulya

Bank Swift Code: CENAIJJA

- Please send copy of transfer payment with the complete information to:
  - Email: [finance.eli@pmbs.ac.id](mailto:finance.eli@pmbs.ac.id)
  - Fax: +62 21 751 1143
- The investment includes: seminar kits, material, group photograph, dinner (available at 05.00p.m.-08.00p.m.) & refreshments, certificate, exam, and free parking
- Cancellation Fee:
  - Three days or more prior to the program commencement, will be charged for 50% of the program tuition fee
  - All tuition fee is non refundable if cancellation made less than 3 days prior to the program commencement.

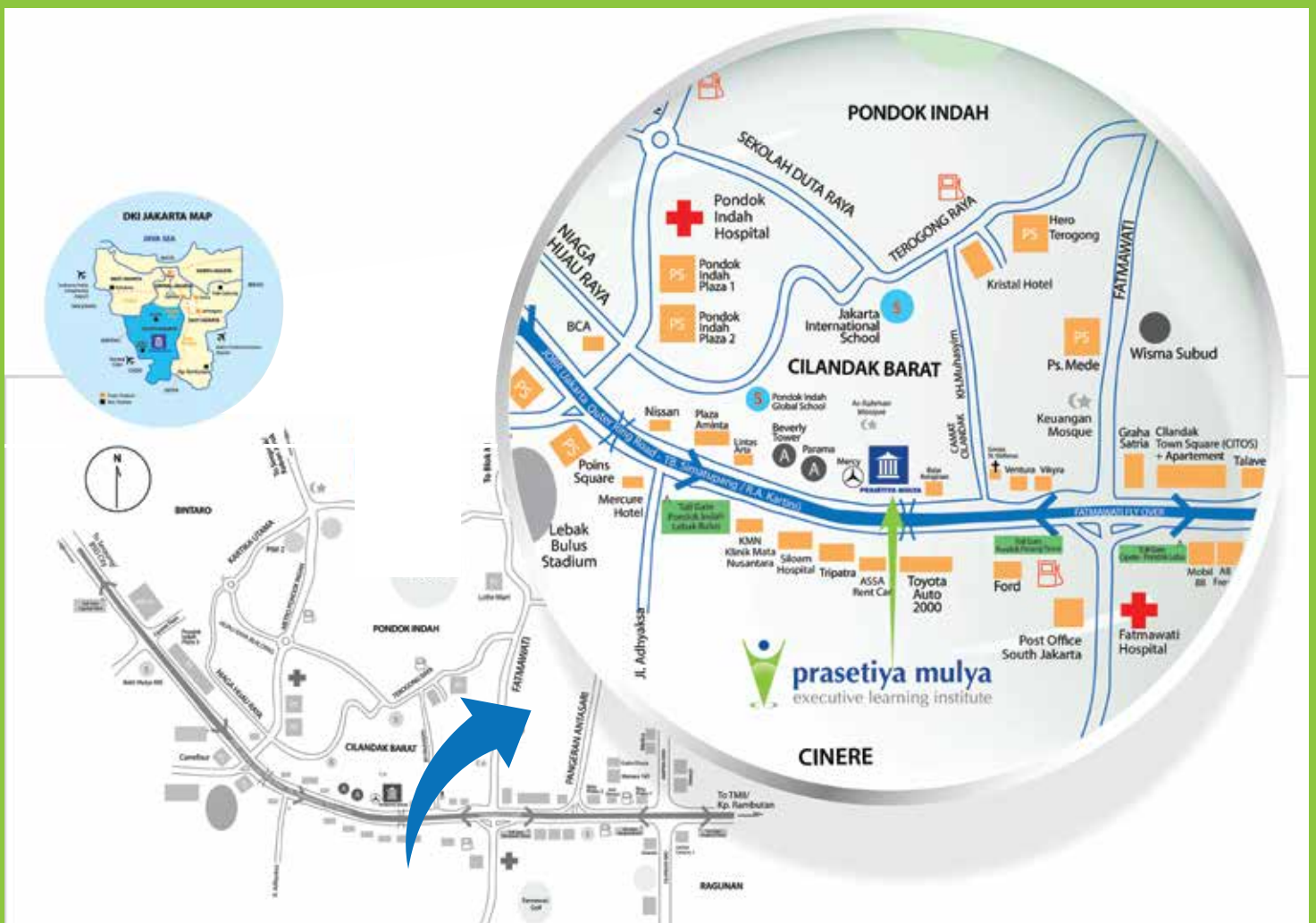
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Prasetiya Mulya Executive Learning Institute may suspend, cancel or change the schedule of the implementation of Public Programs for reasons of particular importance, the fee paid will be refunded by the amount we have received.

# LOCATION

The campus of Prasetiya Mulya Executive Learning Institute is strategically located in Cilandak Barat, South Jakarta, near the Jakarta Outer Ring Road, which connects Serpong-Bintaro, Jagorawi, Hankam-Cikunir, and Cikampek turnpikes. It is accessible by a wide range of public transportation. It takes 2 hours from SoekarnoHatta International Airport by car, and less than 1 hour from Blok M bus terminal.

Surrounding the campus are some shopping malls like CilandakTownsquare (CITOS), POINS (Giant), Carrefour, Mall Pondok Indah, and accommodations like Cilandak Apartments, Hotel Kemang, and Hotel Kristal.







**Prasetiya Mulya Executive Learning Institute**

Kampus Prasetiya Mulya, Gedung 2 #2203 Jl. R.A Kartini (TB. Simatupang), Cilandak Barat, Jakarta Selatan 12430

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**WE FIT RATHER THAN FIX**