

Why Study

Management at UPH

Our management program provides a comprehensive education that equips you with the practical skills necessary to design innovative solutions for the most complex challenges in the business world.

Through a range of hands-on experiences, including internships, industry projects, and case studies, you will have ample opportunities to apply your knowledge in real-world scenarios.



UPH Management Study Program at a glance

REGULAR DEGREE

Sarjana Manajemen (S.M.)

DUAL DEGREE PROGRAM

Sarjana Manajemen from UPH + Bachelor Degree from:

- La Trobe University, Australia
- RMIT University, Australia
- The University of Newcastle, Australia

SPECIAL BUNDLING PROGRAM

Sarjana Manajemen + Magister Manajemen



Area of Specialization

Venture in Entrepreneurship — LV | S | M

Design Thinking and Ideas Generation • Franchising and Licensing

- Customer Development • Building and Managing Team • Business Funding
- Creativity and Innovation

Applied Business Analytics — LV

Machine Learning and Big Data Analysis

- Programming and Data Science System • Big Data Analytics
- Data-driven Marketing • Leadership and People Analytics
- Financial Analytics

Marketing, Retail, and Innovation — LV | M

Strategic Marketing and Competitive Analysis

- Digital and Social Media Marketing
- Product Management and Strategic Branding
- Global Marketing and International Landscape
- Service Innovation Management
- Marketing Models

International Business — LV | S | M

Current Issues in International Business

- Global Production Network
- Global Supply Chain Strategy • Global Commerce
- International Business Strategic
- Global Economic Competitiveness

Human Capital Investment — LV | S | M

Leadership and People Analytics

- Power and Negotiation In Organization
- Performance Management • Organizational Behavior
- Managing the Working Place for 21st Century
- Human Resources as Business Partner

Finance — LV | S | M

Financial Statement Analysis

- Portfolio Management and Investments
- Fixed Income Markets, Analysis, and Strategy
- Derivatives and Alternative Investments
- Financial Risk Management • Corporate Valuation
- Empirical Model in Finance

Digital Business Transformation Model — LV | M

Digital Business Process Transformation

- Digital Business Transformation Model
- Digital Marketing & Social Media
- Organizational Transformation in Digital Era
- Statistics Analysis of Digital Business
- Digital Business Data Management

Digital Entrepreneurship — S

Transformation Process • Business Model Transformation

- Organisational Transformation in Digital Era • Digital Business Analytics
- Artificial Intelligence in Business



Transformative Journey at UPH

Practical Learning Opportunities

Students will learn the practical skills needed to design innovative solutions to some of the business world's most challenging problems. Our management program offers various opportunities for practical application of knowledge, such as internships, industry projects, and case studies.

With access to resources like our Stock Exchange Corner, Sparklabs Incubation, and Galeri Investasi, we equip our students with a high-quality education that integrates both theoretical foundations and practical skills. These experiences enable you to bridge the gap between theory and practice, enhancing your understanding of management principles and preparing them to thrive in real work situations.

Certification Programs

Our students will be given the opportunity to enhance their portfolio through various certification programs:

- Certified International Sales Marketing Associate (CISMA)
- Certified International Supply Chain Associate (CISCA)
- Microsoft Technology Associate (MTA)
- Association of Digital Marketing Indonesia (Digimind)
- Research Analyst Program (Financial modelling)
- Investment Banking Program

Rigorous Academic Programs

We offer a range of undergraduate and postgraduate programs that are designed to meet the demands of the business industry. Our curriculum combines theoretical knowledge with practical application, ensuring that you develop a deep understanding of business concepts and are prepared to tackle real-world challenges.

Highly Qualified and Experienced Faculty

Our faculty members are accomplished scholars and professionals who bring a wealth of industry experience to the classroom. With their expertise and insights, our students will gain valuable perspectives on current business trends and practices.

Our Partners

INDUSTRIAL



INSTITUTIONAL





UPH
UNIVERSITAS PELITA HARAPAN

FACULTY OF
ECONOMICS
AND BUSINESS



UNDERGRADUATE ADMISSION CENTER

LIPPO VILLAGE CAMPUS

Building C, 4th Floor
Jl. M.H. Thamrin Boulevard 1100, Lippo Village
Tangerang 15811, Banten - Indonesia

+62 811 1057 77 63/64/65

+62 811 1709 901 (chat only)

undergraduate.admission@uph.edu

universitas pelita harapan

universitas pelita harapan

@UPHBusiness

www.uph.edu

