

# PROGRAM 2024



A background image showing several business professionals in suits. In the center, two men are shaking hands. The image is overlaid with large, stylized teal and blue curved shapes. The text is positioned on the left side of the image.

# A Partner for **BUSINESS LEADERS**

Prasetiya Mulya Executive Learning Institute (prasmul-eli) sees itself as a partner for business leaders who believe that people are the primary resource in developing and maintaining sustainable growth. It is an honor for us to be able to walk side by side with our partners on the long journey of developing human capital by providing integrative and contextual solutions in enhancing the capabilities, enriching the perspectives, elevating the confidence, improving the performance and shaping the future of your company.

prasmul-eli has become the trusted partner for many national, multinational companies, and government-related agencies in developing human capital to face the challenges of organization and business. prasmul-eli also a preferred partner for more than 30 years to help individuals to develop themselves in order to enhance the capabilities, to enrich the perspectives, to elevate the confidence, to improve performance, for shaping their future.

# WHY WE EXIST

To bring inspiration and solution in developing human capital to become impactful global contributors.

# HOW WE DO IT

We always feel honored if we can contribute to providing solutions in developing, refreshing, expanding, and bridging discrepancy business people competencies. Business management solutions provided include Organization Development, Performance Management, Human Capital Development, Leadership Transition, and Grooming Leaders. We also feel proud if we could share thoughts/ideas to be one of the solutions to build a sustainable competitive advantage.





# OUR SOLUTION

## PUBLIC PROGRAMS

- Two to three days Short Programs  
Enrich the perspective
- Four months Certificate Programs  
Improve a deeper understanding in a certain field.

## CORPORATE PROGRAMS

Contextual and systematic services according to organizational stages through various forms: in class programs, business improvement projects, executive coaching, team building, and other development programs.

## ASSESSMENT SERVICES

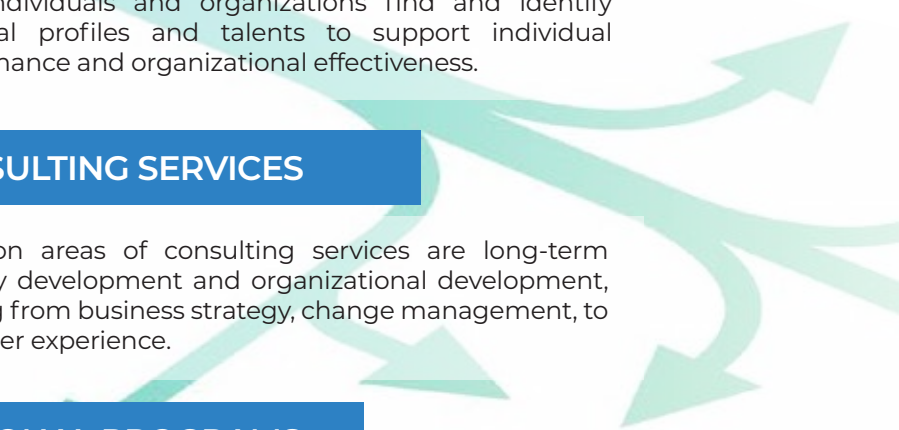
Assessment of potential behavior and competencies to help individuals and organizations find and identify personal profiles and talents to support individual performance and organizational effectiveness.

## CONSULTING SERVICES

Common areas of consulting services are long-term strategy development and organizational development, ranging from business strategy, change management, to customer experience.

## SEASONAL PROGRAMS

Programs that held seasonally based on current global trends & challenges.





prasmul-eli

# PUBLIC PROGRAMS

The purpose of these programs are to inspire and enrich business perspectives.

The assortment of subjects offered includes hard skills and soft skills to develop the competencies and skills of participants to become reliable resources in achieving the company's targets.

prasmul-eli short programs can also be implemented in the form of an In-Company Program, which provides space flexibility for companies that are eager to develop a number of its employees in a particular class as well as on their preferable time.



## OUR NEW PROGRAMS


1. PMP Exam Preparation
2. Project Management 101 (Waterfall & Agile)
3. Agile Collaboration Tools
4. Strategic Alliances in Business
5. System Thinking & Complex Decision Making
6. Young Leader
7. C-Level
8. Transformational Leadership
9. HR Today : Building Employee Experience
10. Effective business communication : writing and presentation
11. Value Creation Analysis: Financial Feasibility Study


# SHORT PROGRAMS 2024

A. LEADERSHIP		Class	Days	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGT	SEP	OC T	NOV	DEC	Investment
1	First Line Leadership: Becoming Effective Leader	Offline	3	23-25		5-7		14-16				17-19			10-12	Rp. 7.000.000
		Online	3							16-18				5-7		
2	Followership Mastery	Offline	2					28-29			20-21					Rp. 6.900.000
3	Team Leadership : Becoming Flexible Leader	Offline	2			26-27							8-9			Rp. 6.900.000
		Online	3							23-25						Rp. 4.000.000
4	Self Leadership : Personality Perspective	Offline	3			19-21							15-17			Rp. 6.900.000
		Online	3						25-27							Rp. 4.000.000
5	C - Level <b>NEW</b>	Offline	4								13-16					Rp.16.000.000
6	Young Leader <b>NEW</b>	Offline	2										22-23			Rp. 8.000.000
7	Neuro Leadership	Offline	2				24-25							13-14		Rp. 7.000.000
		Online	2							2-3						Rp. 4.200.000
8	Transformational Leadership <b>NEW</b>	Offline	2									3-4				Rp. 7.500.000
<b>B. MANAGING HUMAN RESOURCES</b>																
1	HR Today : Building Employee Experience <b>NEW</b>	Offline	2					7-8								Rp. 7.000.000
<b>C. ASSESSMENT</b>																
1	Feedback in Assessment Center	Online	2						12-13							Rp. 3.800.000
<b>D. PRACTICAL SOFT SKILLS IN BUSINESS</b>																
1	Applied Negotiation Techniques	Offline	2,5						4-6			17-19				Rp. 6.300.000
		Online	3			5-7								12-14		Rp. 4.000.000
2	Problem Solving & Decision Making	Offline	3				2-4							19-21		Rp. 6.800.000
		Online	3								6-8					Rp. 4.000.000
3	Effective Business Communication: Writing and Presentation <b>NEW</b>	Offline	3		20-22											Rp. 6.000.000
<b>E. MANAGING FINANCIAL</b>																
1	Finance for Non Finance Professionals	Offline	2	23-24				21-22		2-3		10-11		5-6		Rp. 6.900.000
		Online	2			6-7									17-18	Rp. 4.200.000
2	Corporate Valuation	Offline	2							16-17			16-17			Rp. 7.000.000
3	Introduction to Merger & Acquisition	Offline	2								13-14					Rp. 7.000.000
4	Financial Analysis	Offline	2				23-24							19-20		Rp. 6.500.000
		Online	2								6-7					Rp. 4.000.000
5	Value Creation Analysis: Financial Feasibility Study <b>NEW</b>	Offline	2							9-10						Rp. 7.000.000
<b>F. MARKETING</b>																
1	Strategic Brand Management	Offline	2										22-23			Rp. 6.500.000
2	Managing Strategic B2B Accounts	Offline	2										8-9			Rp. 6.500.000
3	Customer Satisfaction & Relationship Program	Offline	2								20-21			26-27		Rp. 6.500.000
4	Marketing Pricing Strategy	Offline	2									3-4				Rp. 6.500.000
5	Digital Marketing Fundamental	Offline	2				29-30					24-25				Rp. 6.500.000

G. MANAGING OPERATION		Class	Days	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGT	SEP	OC T	NOV	DEC	Investment
1	The Real Project Management	Offline	2							8-9				6-7		Rp. 7.000.000
		Online	2							10						Rp. 4.000.000
2	Agile with Scrum	Offline	2			19-20				22-23						Rp. 7.000.000
		Online	2												3-4	Rp. 4.000.000
3	Business Process Redesign	Offline	2											26-27		Rp. 7.000.000
4	PMP Exam Preparation <b>NEW</b>	Offline	5					14-16, 29-30								Rp.12.000.000
5	Project Management 101 (Waterfall & Agile) <b>NEW</b>	Offline	2									10-11				Rp. 6.500.000
6	Agile Collaboration Tools <b>NEW</b>	Offline	1								20					Rp. 6.000.000
7	Supply Chain Management	Online	2				2-3					24-25				Rp. 4.000.000
H. INNOVATIVE STRATEGY																
1	Design Thinking for Business Innovation	Offline	2		20-21				11-12			3-4				Rp. 7.600.000
		Online	3											12-14		Rp. 4.500.000
2	Strategic Business Analysis	Offline	2							23-24			15-16		3-4	Rp. 7.600.000
		Online	3				23-25									Rp. 4.500.000
3	Business Development Planning	Offline	2						4-5				22-23			Rp. 7.600.000
		Online	3													Rp. 4.500.000
4	Strategic Alliances in Business <b>NEW</b>	Offline	2								13-15					Rp. 4.500.000
5	System Thinking & Complex Decision Making <b>NEW</b>	Offline	2								6-7					Rp. 7.500.000
		Offline	2								13-14					Rp. 7.000.000

\* All investments are subject to 11% VAT

 **Online:** Tuesday - Thursday, 08.00 am – 12.15 pm

 **Offline:** Tuesday - Thursday, 08.30 am – 04.00 pm

### Early Bird:

- Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement
- For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)



# CERTIFICATE OF BUSINESS MANAGEMENT (CBM)

Conducted three times a week at 07.00 pm – 09.00 pm. (Monday, Wednesday & Friday)  
 Class will be delivered with blended method, online via Zoom Meeting & onsite at Prasetiya Mulya Cilandak Campus.  
 The programs are designed with the purpose of bringing deeper knowledge and insight.

This program is an intensive integrated management education program. Referring to a graduate program of business. CBM is designed to encompass all aspects of business management. The program uses a combination of teaching-learning methods, including lectures, case studies, seminars, group discussions, and group assignments.

CBM Programs can also be implemented in the form of In-Company Program, which provides space flexibility for companies which are eager to develop a number of its employees in a particular class as well as on their preferable time.

CBM	FEB - APR	JUN - AUG	OCT - DEC	Investment
General Business Management	Starts: 12 Feb	Starts: 14 Jun	Starts: 9 Oct	IDR 16,500,000
Marketing Management		Starts: 14 Jun	Starts: 7 Oct	IDR 17,500,000
Financial Management		Starts: 12 Jun	Starts: 7 Oct	IDR 17,500,000
Human Resources Management	Starts: 7 Feb	Starts: 19 Jun		IDR 17,500,000
Operation Management	Starts: 12 Feb	Starts: 12 Jun		IDR 17,500,000
Business Strategy		Starts: 19 Jun		IDR 17,500,000

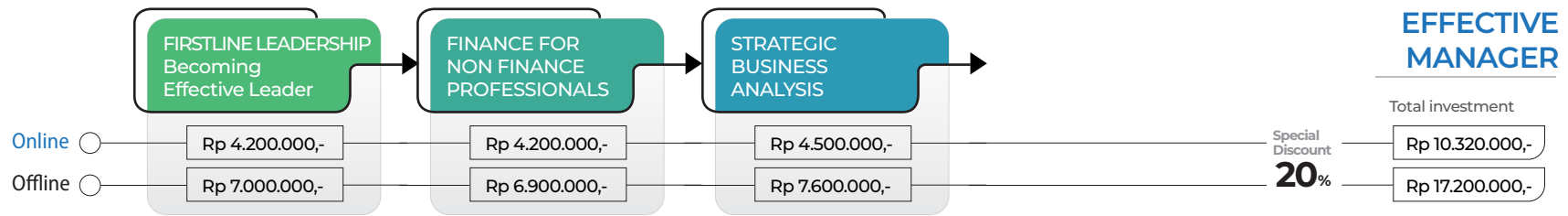
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### Early Bird:

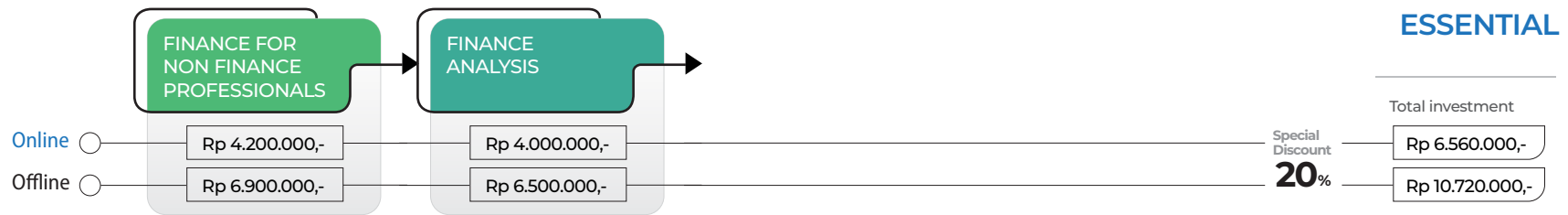
Investment fee deduction of 7.5% for payments made 5 (five) days prior to the program commencement.

# LEARNING JOURNEY

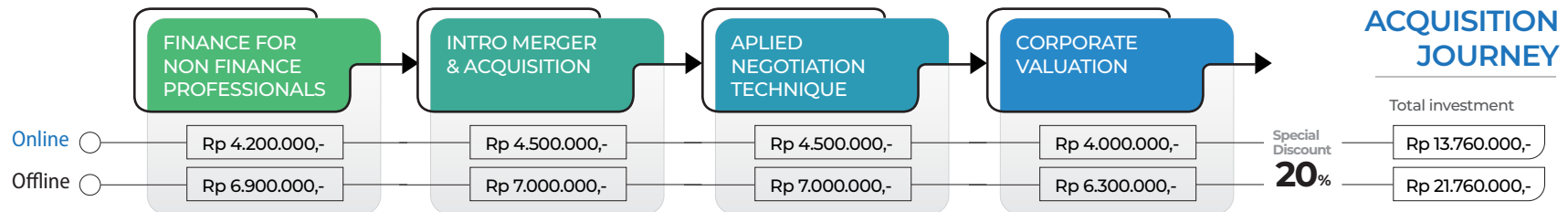
\* Subject to 11% VAT  
\* Terms and Condition applied



## HOW TO BE EFFECTIVE MANAGER



## FINANCE ESSENTIAL



## MERGER & ACQUISITION JOURNEY

