

## GENERAL BUSINESS MANAGEMENT

**22** *Session*

*Hybrid*  *Class*

### Learning Objectives

- Provide comprehensive and integrated insight into the role of management
- Increase understanding of the interrelationships between functions within management.

### Learning Coverage

- **Business Management**
  - Business Ecosystem
  - Role of Management and Leadership in Business Organization – Management Cycle
- **Managing Value for Customer**
  - Creating and Capturing Customer Value
  - Communicating the Value to Customer
  - Delivering Value the Customer
- **Managing Business Process**
  - Managing Operation - The Scope and Responsibility
  - Managing Quality
  - Managing Capacity
- **Managing People and Organization**
  - Organizational Behavior
  - Organization Development
  - Recruitment, Development and Career
- **Managing Finance**
  - Introduction to Financial Statement
  - Financial Statement Analysis
- **Managing Business Strategy and Growth**
  - Introduction to Strategic Management
  - Business Ethics and Social Responsibility.

## Learning Method

- Synchronous online learning and hybrid learning
- Case study
- Group discussion
- Exam
- Guest speaker.

## Participants

- Participants who do not have an educational background in the field of management
- Participants who are in the initial position in the scope of management.

Starts:

**5 February 2025**

**20 June 2025**

**8 October 2025**

**Monday, Wednesday & Friday**

07.00 – 09.00 pm

**Prasetiya Mulya Campus**

Jl. R.A. Kartini (TB Simatupang)

Cilandak Barat

Jakarta Selatan 12430

**IDR 17,500,000,-**

Subject to 11% VAT.

Online via  
**ZOOM**



### Early Bird:

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