



Faculty of Economics & Business

2024



Why Choose Faculty of Economics & Business at UPH

90%

of Faculty Member with
doctoral degrees &
industrial experts



7

 Enrichment
Programs
available

13

 Professional
Certificate Programs
available

25

 National &

9

 Global Student
Achievements

in various academic
& non-academic
competition in the last
three years.

8

 Collaborative
with Professional
Bodies

Ikatan Akuntan Indonesia



Asosiasi
Digital Marketing
Indonesia



160+

public listed, multinational
companies & big local
companies

in various industries for internship &
job placement programs.

Our Programs



LV|SJM Business Analytics and Digital Content Creation

DEGREE
Sarjana Manajemen (S.M.)

WHAT YOU WILL LEARN

- Content Marketing Strategies
- Social Media Management
- Creating a Quality Content
- Machine Learning and Big Data Analysis
- Programming and Data Science System
- Data-driven for Marketing, Finance dan Human Resource Analytics

OUTSTANDING FEATURES

- Certification Program: Certified Content Creator and Business Analytics
- Partnership with The Success Content Creator
- Internship Program with many credible Industrial Partners



CAREER OPPORTUNITIES

- Data Analyst
- Social Media Manager
- Business Analyst
- Marketing Manager in E-Commerce Company



LV|SJM Human Capital Development



DEGREE
Sarjana Manajemen (S.M.)

WHAT YOU WILL LEARN

- 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

OUTSTANDING FEATURES

- Internship Program with many credible Industrial Partners
- Participative Learning Trough Case Methods
- Collaboration with the Human Resources Management Association (PSMS) Indonesia
- Certification Program in HR

CAREER OPPORTUNITIES

- Human Resources Manager
- Executive Head Hunter
- Learning & Development Specialist
- HR Business Partner

LVISIM

Retail Innovation & Digital Marketing



DEGREE

Sarjana Manajemen (S.M.)

WHAT YOU WILL LEARN

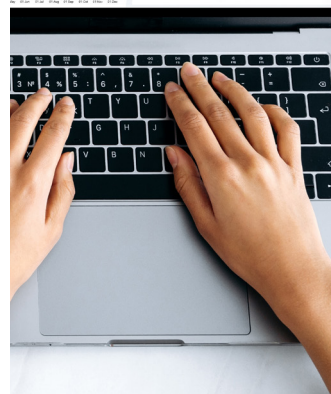
- Strategic Marketing and Competitive Analysis
- Digital and Social Media Marketing
- Product Management and Strategic Branding
- Global Marketing and International Landscape
- Service Innovation Management
- Marketing Models

OUTSTANDING FEATURES

- Certification Program: Association of Digital Marketing Indonesia (Digimind)
- Participative Learning Through Case Methods
- Project Base Learning & Market Observation Exercise

CAREER OPPORTUNITIES

- Market Analyst
- Product Development Specialist
- Business Consultant
- Social Media Analyst



LVISIM

Finance, Banking and Capital Market



DEGREE

Sarjana Manajemen (S.M.)

WHAT YOU WILL LEARN

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

OUTSTANDING FEATURES

- Real World Practice through UPH Investment Gallery (Partnership with Bursa Efek Indonesia & Sucor Sekuritas)
- Certification Program: Investment Banking, Research Analysts Program
- Internship Program with Bank & Securities Industry

CAREER OPPORTUNITIES

- Business Research Analyst
- Investment Banker Associate
- Equity Analyst
- Investor Relations Officers



LVISIM

Venture in Entrepreneurship



DEGREE

Sarjana Manajemen (S.M.)

WHAT YOU WILL LEARN

- Design Thinking and Ideas Generation
- Franchising and Licensing
- Customer Development
- Building and Managing Team
- Business Funding
- Creativity and Innovation

OUTSTANDING FEATURES

- Start Up Companies through UPH Sparklabs Business Incubator
- Updated Curriculum input through roundtable discussion with Industrial Partners
- Internship Program with many credible Industrial Partners

CAREER OPPORTUNITIES

- Business Owner
- Venture Capitalist



LVISM International Business

DEGREE

Sarjana Manajemen (S.M.)

WHAT YOU WILL LEARN

- Current Issues in International Business
- Global Production Network:
- Global Supply Chain Strategy
- Global Commerce
- International Business Strategy
- Global Economic Competitiveness

OUTSTANDING FEATURES

- Learning in Collaboration with industrial engineering & mathematics program at UPH (FaST)
- Updated Curriculum input through roundtable discussion with Industrial Partners
- Internship Program with many credible Industrial Partners

CAREER OPPORTUNITIES

- Business Development
- Import / Export Sales Representative
- Supply Chain Manager



LVISM

Digital Accounting



DEGREE

Sarjana Akuntansi (S.Ak.)

WHAT YOU WILL LEARN

- Digital Accounting Information Systems
- Digital Auditing
- Digital Data Processing and Analysis
- Artificial Intelligence in Digital Accounting

OUTSTANDING FEATURES

- Using AI & Data Analytics for accounting practices
- Understanding the Digital Accounting Model
- Learning Big Data Management in Accounting for Decision Making (In collaboration with Faculty of Information Technology)

CAREER OPPORTUNITIES

- Digital Accountant
- Information System Consultant
- Internal and External Auditor
- Financial Reporting analyst



LVISIM

Forensic and Analytical Fraud Detection in Accountancy Program



DEGREE

Sarjana Akuntansi (S.Ak.)

WHAT YOU WILL LEARN

- Fraud Audit and Forensic Accounting
- IT Audit
- Management Audit
- Seminar Audit

OUTSTANDING FEATURES

- Combining accounting and auditing knowledge to improve the integrity of financial reports
- Using AI & Data Analytics for detecting fraud
- Forensic Auditing

CAREER OPPORTUNITIES

- External or Internal Auditor
- Fraud Examiner
- Financial Controller



LVISIM

Sustainability and ESG Management in Accountancy Program



DEGREE

Sarjana Akuntansi (S.Ak.)

WHAT YOU WILL LEARN

- Sustainability Accounting
- Advanced Management Accounting
- Enterprise Risk Management
- Management Control System

OUTSTANDING FEATURES

- Updated ESG requirement & regulation from accounting professional bodies & OJK
- ESG & sustainability reporting framework following GRI (Global Reporting Initiative)
- Certification program of Chartered Global Management Accountants from Chartered Institute of Management Accountant (CIMA).

CAREER OPPORTUNITIES

- Professional Accountant
- ESG Reporting Analyst
- Business Consultant or Analyst
- Managerial Accountant
- Academician



LVISIM

Taxation



DEGREE

Sarjana Akuntansi (S.Ak.)

WHAT YOU WILL LEARN

- Tax Planning
- Tax Accounting
- Tax Audit
- Seminar on International Taxation

CAREER OPPORTUNITIES

- Tax Accountant
- Tax Consultant
- Tax Auditor

OUTSTANDING FEATURES

- Lectures based on case studies applying the most updated Indonesian taxation rules
- Utilizing digital taxation software and applications
- Exposures to mitigating national and international taxation issues using real world examples
- Mandatory Brevet A & B certification for all students



INTERNATIONAL COLLABORATIVE LEARNING



Joint Degree Program

S.M. + B.Bus / B.Com / B of Business Analytics Degree with:

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

S.Ak + B.Acc / B.Bus / B.Com Degree with:

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

Dual Degree Program

Sarjana Manajemen + Magister Manajemen at UPH in 4,5 years



ENRICHMENT PROGRAMS

- Internship
- Community Development
- Research Collaborations
- Business Incubation
- Study Abroad (Join Degree & Student Exchange)
- Capital Market Gallery (Bursa Efek Indonesia)
- Independent Study/EdX Certificate Courses



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)
- The Chartered Institute of Management Accountants (CIMA)
- Investment Banking Program
- IAI (Ikatan Akuntan Indonesia)
- ICAEW (Institute of Chartered Accountants of England and Wales) Chartered Accountants
- CIMA (UK)
- CPA Australia (Australia)
- ACCA (UK)
- Accurate (Indonesia)
- Brevet Pajak A & B

Partners



Industrial



Academic





Alumni & Student Testimony



Education is very important for me because it has helped me to shape my character and mindset as well as enhance soft skills. These three are very useful in pursuing one's career. UPH is a very great place for you to study, learn & play at the same time.

Irene Ursula

Accounting

Founder of BeautyHaul,
Somethinc & GlowInc
Potion

At UPH I acquired the knowledge & expertise to formulate business strategies, which i successfully implemented for my business.

Reza Aryabima

Management

Co-Founder & CEO of PT. Cempaka
Kreasi Sekawan (Brand: Artisan
Professionnel)



My studies at UPH provided a strong foundation for my professional career. The numerous presentations, teamwork assignments, and experience as a lab assistant developed my leadership skills early on. It was also an enjoyable time, surrounded by lecturers and classmates who have become lifelong friends and supporters.

Desiree Tan

Accounting

Digital Audit Senior
Manager at PwC Indonesia



The knowledge I gained in Management at UPH is highly reliable and applicable in real business.

Jessica Novia

Management

Co-Founder & Owner La
Madame Florist



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

Phone : +62 21 547 0901
Whatsapp : +62 8111 05777 65 (chat only)
Email : undergraduate.admission@uph.edu

f universitas pelita harapan

universitas pelita harapan

@UPHBusiness

www.uph.edu