



**UPH** Universitas  
Pelita  
Harapan

**#BEYOND  
ACADEMICS**

# DISCOVER YOUR PASSION



**FACULTY OF  
ECONOMICS  
& BUSINESS**

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Undergraduate  
Program  
2025

# DISCOVER YOUR POTENTIAL

Welcome to UPH's Faculty of Economics and Business! We assure you, you're in for an incredible experience in UPH. From day one, you'll engage in real-world learning, guided by exceptional lecturers—90% of whom hold PhDs! You'll gain hands-on experience with well-known companies like multinational companies or banks. Whether interested in digital marketing, finance, or starting your own business, this program offers everything you need to elevate your skills. Get ready—your journey starts now, and trust me, it will be worth it!



# What you will learn for 3,5+ years

At the Faculty of Economics & Business at Universitas Pelita Harapan (UPH), students have the opportunity to major in either Management (S.M.) or Accounting (S.Ak.). The Management program offers various specializations including Business Analytics, Digital Marketing, Finance, Entrepreneurship, Human Capital, and International Business. Meanwhile, the Accounting program includes focuses such as Digital Accounting, Taxation, Forensic Audit, and ESG Management.

The curriculum is designed to integrate theoretical knowledge with practical experience, featuring case studies and internships at over 160 partner companies, including BCA and Siloam Hospitals. The courses are taught by experienced lecturers, 90% of whom hold doctoral degrees, and students can participate in international programs in Australia. Furthermore, there are certification opportunities available for students, including CIMA, CPA Australia, and Brevet A & B.

**25**   
partnerships  
with professional bodies


**90%**  
of Faculty Members  
have doctoral degrees &  
industrial expertise

**13** National and Global  
student achievements in  
various academic & non-  
academic competitions

**8** Professional  
Certificate  
programs available

**160+**   
top companies  
in various industries for  
internship & job placement  
programs.

**7** collaborative  
enrichment  
programs  
available

**9** public listed,   
multinational, and  
big local companies



UPH Students

# BUSINESS & MANAGEMENT



DEGREE

Sarjana Manajemen - S.M.

 LV | MEDAN

If you're inspired by sustainability, Green Economy & Sustainable Business equips you to explore innovative business models and renewable energy strategies. Those fascinated by operations and technology can dive into Digitalization of Supply Chain, where you'll learn how digital transformation drives efficiency and productivity across industries. For students eager to master the world of investments, Asset & Wealth Management sharpens your analytical and financial acumen, preparing you to make informed decisions. Passionate about innovation with purpose? Technology & Social Entrepreneurship empowers you to leverage digital tools to solve social challenges and build impactful ventures. And if creativity is your strength, Creative Industry & Fashion Business helps you merge design, branding, and business strategy to thrive in the fast-paced world of creative commerce. You'll learn from expert lecturers, earn certifications, and gain internship. Your future starts now!



## GREEN ECONOMY & SUSTAINABLE BUSINESS

It's really important to get a good grasp of the different business models and strategies in the renewable energy sector, like solar, water, and wind. Plus, there are some exciting opportunities out there in financing and the circular economy! These areas can be key to driving sustainable growth and making a positive impact.



Green Economy &amp; Sustainable Business Illustration



## DIGITALIZATION OF SUPPLY CHAIN

Embracing technology to transform the supply chain is a thrilling venture that spans across various industries like mining, agriculture, and manufacturing! This digital revolution is not just about keeping up; it's about skyrocketing efficiency and unleashing unprecedented productivity. Get ready to witness the dynamic changes that will reshape our world!



*Digitalization of Supply Chain illustration*



## ASSET & WEALTH MANAGEMENT



*Asset & Wealth Management Illustration*

Explore the exciting world of asset & wealth management into the philosophy, portfolio & investment strategy, and discover how to create innovative business models and build awesome distribution channels. Let's get started on this creative journey together!



## TECHNOLOGY AND SOCIAL ENTREPRENEURSHIP

The fusion of artificial intelligence, the Internet of Things, and cutting-edge technologies is set to revolutionize social business initiatives! Imagine transformative solutions that empower microfinance, ignite microenterprise development, and fuel innovative social projects. This dynamic integration holds the promise of delivering incredible benefits to society as a whole, paving the way for a brighter, more connected future!



## CREATIVE INDUSTRY AND FASHION BUSINESS

Discover the philosophy, design, and production of fashion and lifestyle products. Learn how to develop innovative business models and build effective distribution channels.

# ACCOUNTING



DEGREE

Sarjana Akuntansi - S.Ak.

Enhance your accounting skills at UPH with our dynamic Accountancy Program featuring four exciting tracks. Dive into Digital Accounting to master AI tools and big data, or become a financial detective with our Forensic and Analytical Fraud Detection track. If tax is your focus, the Taxation track offers the latest Indonesian regulations and essential certifications. For those driven by purpose, the Sustainability and ESG Management path combines accounting with ESG reporting and global certifications. Whatever your interest, UPH empowers you to shape your journey in modern business!



Building F



## ACCOUNTING FOR MANAGING BUSINESS SUSTAINABILITY

Unlocking the potential of the green economy is an exhilarating journey! By diving deep into innovative business models and strategies for solar, water, and wind energy, we can harness

incredible opportunities. Plus, the circular economy is bursting with possibilities waiting to be explored. Let's seize these chances and pave the way for a sustainable future!



## ACCOUNTING FOR DIGITAL TRANSFORMATION IN BUSINESS

Dive into the thrilling world of accounting as we explore the evolution of accounting information systems amidst the digital transformation! Uncover how cutting edge digital auditing processes are

reshaping the landscape and discover the skills you'll need to seamlessly integrate technology into your accounting practices. Get ready to boost efficiency and shine a light on transparency like never before!



## AUDIT FOR FINANCIAL REPORTING INTEGRITY

Let's dive into the thrilling journey of enhancing the audit function to bolster the integrity of financial reporting! Imagine a dynamic management audit that not only drives operational effectiveness but

also turbocharges efficiency, all while championing the truthfulness of our financial narratives. This isn't just about numbers; it's about powering the future of our organization with solid, reliable financial insights!



## TAX STRATEGY FOR STRATEGIC COMPLIANCE

Dive into the thrilling world of taxation within business entities! Unlock the secrets of tax planning as you discover innovative strategies to ensure compliance while maximizing your financial potential. Get ready to transform the way you approach taxes and take control of your business's fiscal destiny!



## PROVIDE THE STUDENTS WITH WORLD-CLASS EDUCATION THROUGH:

### JOINT DEGREE PROGRAM S.M. + B.BUS / B.COM / B OF BUSINESS ANALYTICS DEGREE

Want to take your degree international? With UPH's International Collaborative Learning programs, you can have a dual degree in no time. Get your S.M. or S.Ak. and pair it with a B.Bus, B.Com, B.Acc, or Business Analytics from top Aussie universities like La Trobe, RMIT, or The University of Newcastle. Prefer to stick around locally? You can still boost your credentials with a Sarjana Manajemen + Magister Manajemen dual degree in just 4.5 years. More degrees, more choices, and tons of global vibes! Offer unique concentration in the study program where students will learn not only theory and concept but also the business and entrepreneurial aspect of it, internship.

### DUAL DEGREE PROGRAMS

Dual degree programs with Monash University, Royal Melbourne Institute of Technology (RMIT), University of Newcastle (Australia) with very attractive offer for tuition fee (60 percent lower than full study in Australia), with the arrangement: 2+1.5 years arrangement.



### JOIN THE UPH: INVESTMENT GALLERY

for for 6 months to get Special Learning Package for free: an Opportunity to learn right investment strategy and instruments in UPH Gallery Investasi (in cooperation with Indonesia Stock Exchange and Sucor Securities).

### UPH TAX CENTER

The UPH Tax Center, in collaboration with the Indonesian Tax Consultants Association (IKPI), is holding an integrated Applied Tax Brevet AB training program (3 months). This is expected better to prepare students for a career in the finance industry. Program for free: an opportunity to build your own business venture in UPH Business Incubator Sparklabs. The business incubator offers free mentoring from executive-in-residence at Sparklabs who are coming from start-ups, venture capital and corporate executives.

### INTERNATIONAL CERTIFICATE WITH EDX

Elevate your leadership skills with edX, the renowned online platform created by MIT and Harvard. Engage in dynamic training to enhance your financial expertise and earn a respected finance certificate, setting you apart in today's competitive landscape.

### THE SPARKLABS

for 1 year for getting Business Mentoring Program for free: an opportunity to build your own business venture in UPH Business Incubator Sparklabs. The business incubator offers free mentoring from executive-in-residence at Sparklabs who are coming from start-ups, venture capital and corporate executives.





### **Enrichment Program**

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

### **Certification Program Our Students Will Be Given The Opportunity To Enhance Their Portfolio Through Various Certification Program:**

- 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 Akutansi 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

Group Discussion

Industrial



Academic

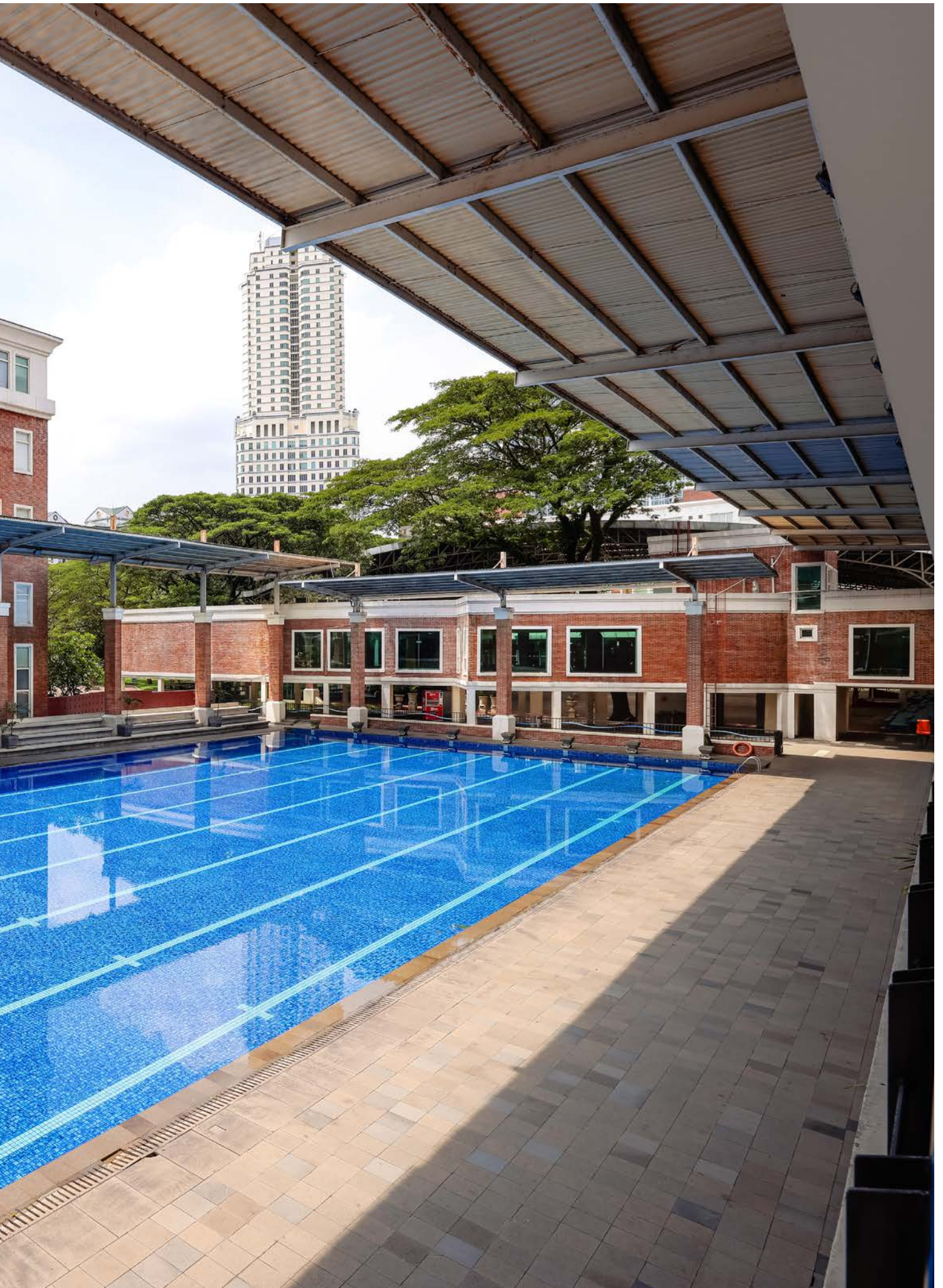




**“BUSINESS OPPORTUNITIES ARE LIKE BUSES,  
THERE’S ALWAYS ANOTHER ONE COMING.”**

**– RICHARD BRANSON**

*UPH Swimming Pool Olympic Size*





### **LIPPO VILLAGE CAMPUS**

Jl. M.H. Thamrin Boulevard 1100, Lippo Village  
Tangerang 15811, Banten - Indonesia

### **MEDAN CAMPUS**

Lippo Plaza Medan, Jl. Imam Bonjol No.6 Lantai 5 - 7,  
Petisah Tengah, Medan City, North Sumatra 20112



**START TODAY!**