

# MASTER OF MANAGEMENT PROGRAM

*Elevate Your Career in Management  
with Our Distinctive Program*



**KALBE**



**MIRAE ASSET**  
Sekuritas



**bibit**



**SAP**  
next-gen



**SAP**  
University  
Alliances



# PROGRAM OVERVIEW

MM Kalbis Institute adalah program eksklusif yang ditujukan kepada para calon *leaders* masa depan dalam mempersiapkan diri dan membantu perusahaan untuk dapat meningkatkan efektivitas dan efisiensi dalam bekerja. Program ini di desain juga untuk membentuk para calon wirausaha muda dalam membuat bisnis mereka. Berbekal dari dosen yang handal dan praktisi yang mengajar, segala bentuk pembelajaran yang ada akan dibuat dengan **Business Case Review** dan **Real Corporate Case Study**. Oleh sebab itu, program ini dibentuk sesuai dengan kebutuhan industri dan keadaan bisnis saat ini.



## OUR UNIQUENESS



### **3 Semester + Thesis**

Mahasiswa berkesempatan untuk bisa menyelesaikan dan mendapatkan gelar dari program ini lebih cepat.



### **Hybrid Learning**

Waktu pembelajaran yang fleksibel, dimana kelas akan terbagi secara *online* dan *offline*.



### **Add on Program - Professional Certification**

Melalui program ini, mahasiswa juga berkesempatan untuk *add on* beberapa sertifikasi profesional yang berguna di dunia kerja.

# OUR STREAMS

## MM IN ***DIGITAL BUSINESS & TECHNOLOGY***



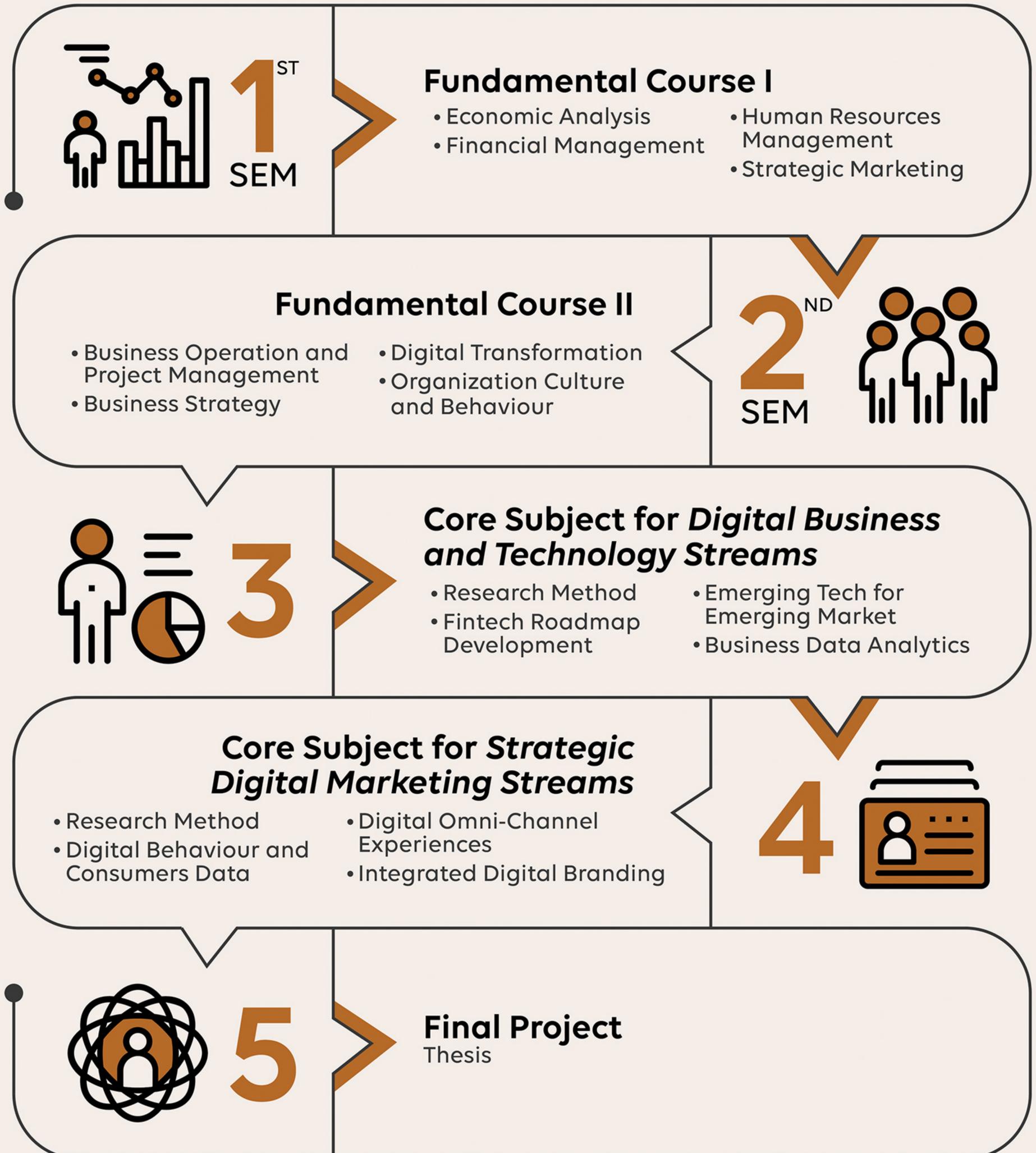
Pada *Streams* ini, mahasiswa akan diajarkan untuk melihat peluang masa depan di industri Bisnis Digital dan Teknologi. Selain itu mahasiswa dilatih untuk memecahkan permasalahan, serta belajar dari berbagai kasus di beberapa perusahaan *FinTech*. Tidak hanya itu, mahasiswa juga akan dituntut untuk bisa bersaing dan mempersiapkan *skill* yang dibutuhkan dalam memasuki dunia *immersive tech stage*.



## MM IN ***STRATEGIC DIGITAL MARKETING***

Pada *Streams* ini, mahasiswa akan dituntut untuk bisa membuat strategic plan untuk meningkatkan penjualan secara digital melalui beberapa platform seperti *Facebook Ads, Instagram Ads, Tik Tok Ads, SEO, SEM, Google Ads and Google Analytics*, dan masih banyak lagi. Mahasiswa juga diharapkan mampu memberikan *growth analysis* yang akan digunakan sebagai *analytics* untuk meningkatkan *marketing performance* baik secara konten maupun secara teknis.

# OUR PROGRAM DESIGN



# SOME OF OUR LECTURER



## Dr. Siti Nurjanah, S.E., M.M.

*Program Director of MM Kalbis Institute*

- Doctor in Economics from Universitas Pancasila
- Global Jury of Wadhvani NEN Courses, Researcher at IRMLA (Indonesia Research Methodology Lectures Association)
- **Scope of Expertise:** Strategic Marketing and Entrepreneurial

## Dr. Hendro Susanto, S.E., M.M.

*Executive Dean of Kalbis Institute*

- Doctor in Management from Universitas Kristen Satya Wacana
- 15+ Years in Higher Education Industry
- **Scope of Expertise:** Strategic Marketing, Business retail, and Entrepreneurial



## Assoc. Prof. Dr. Joseph MJ Renwarin, S.E., M.M.

*Senior Lecturer and Director of Collaboration of Kalbis Institute*

- Master in Business Administration from Asian Institute Management, Philippines and Doctor in Business Strategic Research from Universitas Pancasila
- **Practician Experiences:** Executive Director of PT. Permata Insan Madani, Commissioner at PT. Solusi Makmur Gemilang and Commissioner of PT. BFC KHAS
- **Scope of Expertise:** International Business and Business Strategic

# OUR PROGRAM DESIGN



## Assoc. Prof. Dr. Ridha Sefina Samosir, S.Si., M.Kom.

*Senior Lecturer of Kalbis Institute*

- Doctor in Computer Science from Bina Nusantara University, Certified Business & Data Analytics, Certified of Python for Data Science from IBM
- 15+ Years in Higher Education Industry
- **Scope of Expertise:** Big Data Analysis and Business Intelligence

## Dr. Hendy Tannady, S.T., M.T., M.M., M.B.A., M.A.

*Journal Reviewer & 15+ Years in Higher Education Industry*

- Master in Business Administration from Philippine School of Business, Philippines and Doctor in Management From Persada Indonesia University
- Director of PT. Tannady Mulia Mandiri and Managing Director of PT Cendekia Edukasi Nusantara
- **Scope of Expertise:** Business Coaching, Business Consultant, and Strategic Marketing



## Tjong Budisantoso, S.E., M.B.A., Ph.D.

*15+ Years in Higher Education Industry*

- Master in Business Administration from Monash University, Australia and Doctor in Management from Notre Dame University, Australia
- CEO of Bluebell Education and Career Hub
- **Scope of Expertise:** Business Coaching, Business Consultant, and Strategic Marketing



## Fees & Scholarship

- Admission Form: Rp500.000,-
- Program Fees: Rp70.000.000,-
- Available Scholarship for Personal and Group Admissions
- Available Instalment



## Entry Requirement

- Fotokopi Ijazah S1
- Minimum IPK 2.75
- Fotokopi KTP
- Fotokopi Akta Lahir
- Letter of Recommendation\*
- Toefl Test Minimum 450 or Equivalent (Active Certificate)\*\*

\*Letter allowed to come from HRD, Supervisor, or University (Undergraduate Origin)  
\*\*Not required

TESTIMONIAL



*"Learning in Kalbis Institute is so fun and exiting. Although all my classes were conducted online due to the pandemic, I can assure you the learning process and the method facilitated by our lecturers are so exiting and knowledgable for we are directed and taught as a manager; from planning, organizing, leading and controlling processes of many different industries."*

### ALICIA BEVERLY W.

- Miss Intercontinental Indonesia 2017
- Marketing & Public Relations Specialist at Alowalo Indonesia
- Alumni MM Kalbis Institute 2022

*"So its really a great opportunity for me to be able to learn in MM Kalbis Institute with great lecturers, in one of them is Prof. dr. John Vong from Singapore, sustainable specialist. They teach us about the important of sustainability and also the sustainable development goals for the economic growth. And in MM Kalbis Institute we didn't learn the theoriest but were also encourage to analyst real study cases and also do a lot of project, which is very important to us."*

### MONICA KHONADO

- Miss Earth Indonesia 2020
- CNN Indonesia TV Field Producer
- Alumni MM Kalbis Institute 2023



TESTIMONIAL