

# CAREER OPPORTUNITIES

Lifestyle has become a prominent area to tackle by millennials. About 12% of our Graduates chose to built start-ups in lifestyle industries, like opening coffee shops and food stalls, creating unique shoes and wallets, delivering services and many more.

Most of our graduates who aspire to become professionals are working in multi-national companies and high-growth national companies, like Unilever, Danone, BCA, and others. Some of their title are as follows:



# OUR STUDENT AND ALUMNI BUSINESSES



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**UNIVERSITAS  
 PRASETIYA MULYA**

**SCHOOL OF BUSINESS &  
 ECONOMICS (SBE)**



# S1 BUSINESS

# S1 BUSINESS

As one of Prasetiya Mulya's S1 Business Program graduate, you will be part of a global-active educated entrepreneur, who aspires to contribute to the society through start-up businesses as well as becoming a professional in growing companies. The learning atmosphere in S1 Business Program enables students to gain enormous practical experiences in the entrepreneurship and business management universe.

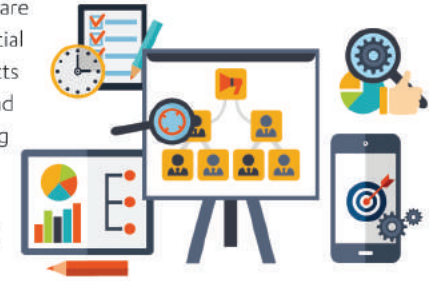
Dedicated Faculty Members and quality practitioners will collaborate with students to create productive and outstanding ideas. Learning processes, which are dominantly accomplished by group-works, will help students to develop soft-skills such as empathy, communication skills, and conflict resolutions. Hard-skills will also be exercised through structured syllabus to further cultivate students' knowledge and attitude towards success.



We are committed to ensuring an amazing entrepreneurial journey provided by S1 Business Program that will prepare our graduates in becoming passionate experts on business knowledge and raising their awareness on social issues. We achieve this through our carefully designed subjects that will take students on a 3-phase entrepreneurial development journey; understanding entrepreneurial process, being the entrepreneur, and be the entrepreneur.

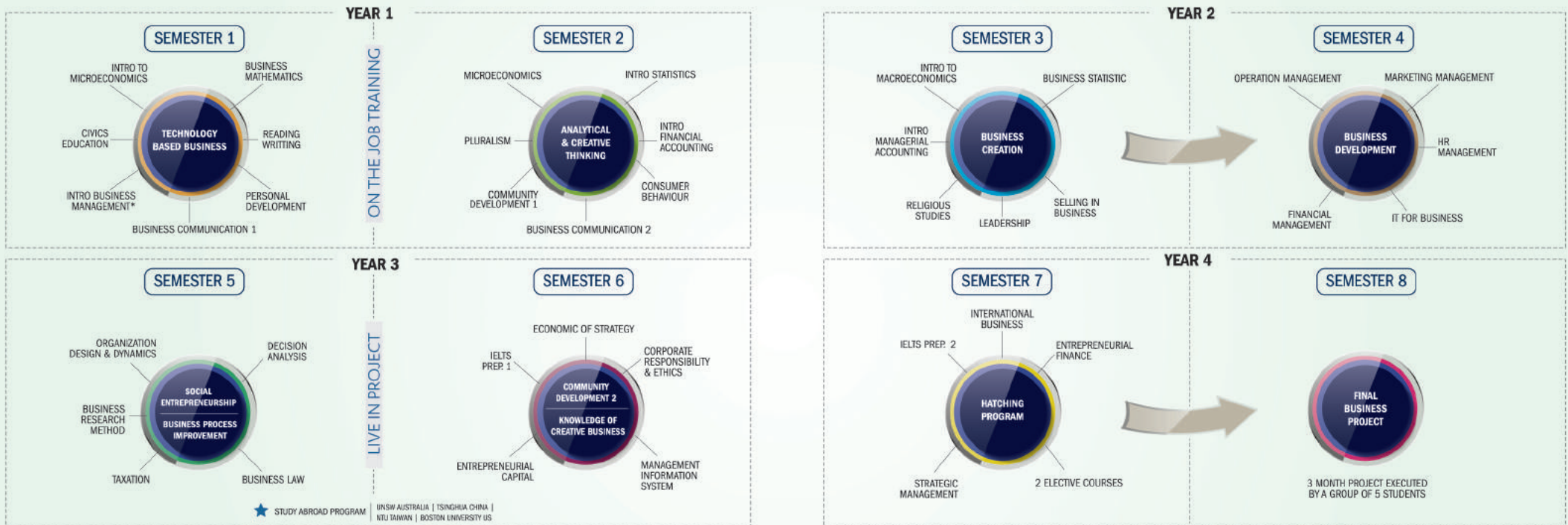
# LEARNING METHOD

Learning process in S1 Business Program is designed to prepare students with global competitions ahead. Through experiential learning approach, students undergo experimentation and reflects their experience into conceptualization. This approach lead students to solve root problems through project-based learning frameworks.



Students of S1 Business Program also invited to various learning activities that enhance their skills, knowledge, and attitude. Students will experience case study, company and start-up visit, business planning, business simulation, and other entrepreneurial projects that aims to generate student's creativity and innovation. Learning process of S1 Business Program habituates students with working and business atmosphere. This situation will stimulate the business process sensitivity of the students and provide them with wise decision making skills.

PROGRAM STRUCTURE



ANCHOR SUBJECT

Anchor subject is an entrepreneurship course that conducted by using project-based learning approach to balance the concept and practical experience of students.

ELECTIVE COURSES

- COFFEE BUSINESS AND MANAGEMENT | FAMILY BUSINESS MANAGEMENT | ART BUSINESS AND MANAGEMENT | FOOD AND BEVERAGE BUSINESS | TOURISM AND LEISURE MANAGEMENT | REAL ESTATE AND PROPERTY MANAGEMENT | SERVICE MANAGEMENT | INTEGRATED MARKETING COMMUNICATION