

## INTERNATIONAL COMPETITION

Meet Taiwan MICE Destination Marketing Contest 2016 & 2017



Honorable Mention Award (2016)



Continuous Improvement Award and 2nd Winner Exhibition Marketing Award (2017)

Our Partners in Learning Process, Internship and Volunteers



## CAREER OPPORTUNITIES

We facilitate you to be ready to seek the opportunities as a professional, entrepreneur or a researcher to continue your study



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UNIVERSITAS  
**PRASETIYA MULYA**

SCHOOL OF BUSINESS &  
ECONOMICS (SBE)



*"The Asia Pacific Institute for Events Management (APIEM) has accredited the Universitas Prasetiya Mulya as an International Centre of Excellence 4 Stars for its S1 Event degree. Universitas Prasetiya Mulya is the only university in Indonesia to be accredited in this way by APIEM. This means that the S1 Event*

*degree has been recognised as being of an international standard. There is no other university in Asia Pacific that has developed an Events Management degree to compare with that of Universitas Prasetiya Mulya – it is truly outstanding providing a high quality, international learning experience for its students".*

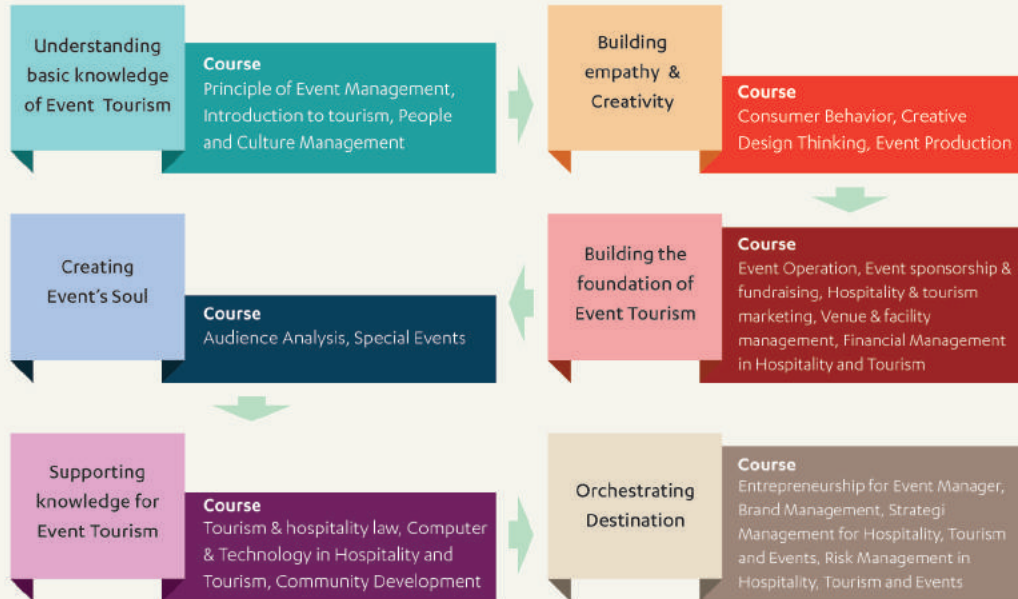
**Professor David Hind** - President, APIEM



## EVENTS TOURISM

Events hold a significant role in tourism ecosystem. The richness of Indonesia's culture makes Event Tourism in Indonesia becomes a very fast-growing sector with its own color. Variety of business opportunities can be flourished such as cultural festivals, performing arts, traditional sport games, as well as conferences and exhibitions. S1-Event curriculum design is based on Sapta Aksata which was developed to achieve well-being tourism. Our aim is to create graduates to be an experience creators and moreover a destination orchestrator who have a capability finding local potentials of their hometowns, develop their hometown as destinations by creating sustainable events and memorable tour consumer journey to make them revisit in the next future

## S1 EVENT JOURNEY



1<sup>st</sup> & 2<sup>nd</sup> year

3<sup>rd</sup> & 4<sup>th</sup> year

- 1 Ready to get a national certification
- 2 Good network (practitioner, judges, sponsors)
- 3 Taking the business opportunity (inside and outside University)
- 4 Create innovative journey and configured all tourism ecosystem elements to achieve a wellbeing tourism

## PROJECT BASED LEARNING

- Anchor and supporting subjects
- Collaboration with industry or government
- Collaboration with other major



Collaboration project with Bogor Government

## ENTREPRENEURIAL LEARNING

- Ideation based on problem-solution
- Seek opportunities and propose improvement idea based on research findings and observation
- Lecturer combination – faculty & practitioner
- Company visit – best practice learning



Guest Lecture by Garin Nugroho



Field trip to Gelora Bung Karno area

## STUDENT'S PROJECT



### REMPAH – Charity Gala Dinner

Idea development from The Old City of Batavia. Gain IDR 25million from the gala as donation to our Community Development partners



### Indonesia Tanpa Stigma

A collaborative event between students and community, venue owner, sponsors, academics and artists. This event brought up a social issue based on Indonesian folklore "Bawang Merah Bawang Putih". 700 audiences attended this event



### Trilogy of Pandawa – The Escape Room

Bring up the local wisdom to publicly consume at the mall. Gain IDR 50million revenue from more than 600 visitors



### Tone de Traditional

This is how the youngsters preserved traditional music through event. A beautiful collaboration between students with a modern musician VIMAST and Helena College Australia. A twist of traditional gamelan mini concert was held in Yogyakarta.

## FINAL PROJECT

At the end of the study programs, students will be engaged in one from two types final project. The first is academic research that will solidify, deepen and enrich their theoretical understanding about the world of events. The second type is a case improvement project which students will undertake a 3-months internship in an event-related company to work as a consultant, solving the company's internal problem(s).

## GRADUATE PROFILE

Knowledge, ability & skills as Destination Orchestrator

