

## 2010 PUBLIC COURSES PRASETIYA MULYA BUSINESS SCHOOL

### MANAJERIAL COURSES

A.	MANAJEMEN SUMBER DAYA MANUSIA	JML HARI	JUN	JUL	AGS	SEP	OKT	NOP	DES	Biaya
1	Effective Leadership	3	1-3		24-26		5-7	30-2		Rp 4,400,000
2	Effective Supervisory	3	15-17	13-15	3-5	28-30	26-28		14-16	Rp 3,800,000
3	Presentation Technique	3		27-29		21-23		23-25		Rp 3,500,000
4	Training for Trainers	3		20-22		28-30		30-2		Rp 4,000,000
5	Management for Secretary	3	15-17				12-14			Rp 3,500,000
6	Effective Recruitment and Selection	3	8-10					23-25		Rp 3,500,000
7	Human Resources Management	3		20-22		21-23		2-4	14-16	Rp 4,200,000
8	Effective Performance Appraisal	2					5-6			Rp 3,200,000
9	Problem Solving & Decision Making	3	8-10	27-29			19-21			Rp 3,800,000
10	Effective Report Writing	3		13-15				9-11		Rp 3,500,000
11	EQ for Managers	3			10-12					Rp 3,500,000
12	Effective Compensation System	3			3-5			9-11		Rp 3,500,000

B.	MANAJEMEN PEMASARAN	JML HARI	JUN	JUL	AGS	SEP	OKT	NOP	DES	Biaya
1	Building Powerful Brand	2				28-29				Rp 3,400,000
2	The Power of Services Marketing	2		20-21				30-1		Rp 3,200,000
3	Negotiation Skills in Business	2.5	1-3		10-12		12-14		14-16	Rp 3,500,000
4	Effective Selling Technique	2		6-7				2-3		Rp 3,200,000
5	Applied Marketing Research	2.5			24-26					Rp 3,500,000
6	Integrated Marketing Communication	2						9-10		Rp 3,200,000
7	Digital Marketing	2	22-23			28-29				Rp 3,200,000
8	Professional Key Account Management	2		20-21			19-20			Rp 3,200,000
9	Contemporary Retail Marketing	2	15-16				12-13			Rp 3,200,000

C.	MANAJEMEN KEUANGAN	JML HARI	JUN	JUL	AGS	SEP	OKT	NOP	DES	Biaya
1	Financial Mngt for Non Finance Mngr	3	22-24		3-5		5-7		14-16	Rp 4,200,000
2	Cash Flow Management	3	8-10				12-14			Rp 3,500,000
3	Financial Statement Analysis	2			24-25		19-20			Rp 3,700,000
4	Advanced Financial Mngt for Non Finance Mngr	3		27-29				9-11		Rp 4,400,000

D.	MANAJEMEN OPERASI / PRODUKSI	JML HARI	JUN	JUL	AGS	SEP	OKT	NOP	DES	Biaya
1	Inventory Management	2		13-14				2-3		Rp 3,200,000
2	Forecasting Technique in Business	2				21-22				Rp 3,200,000
3	Effective Purchasing Management	2						23-24		Rp 3,200,000

STRATEGIC COURSES		JML HARI	JUN	JUL	AGS	SEP	OKT	NOP	DES	Biaya
1	Effective Business Plan	2		6-7			26-27			Rp 4,600,000
2	Strategic Business Analysis	2				22-23				Rp 6,000,000
3	Business Process Management	2					19-20			Rp 4,900,000
4	Project Financing	2		6-7			26-27		14-15	Rp 4,900,000
5	Corporate Valuation	2			31-1					Rp 4,900,000
6	Corporate Risk Management	2	1-2							Rp 4,900,000
7	Innovative Marketing Strategy	2			21-1					Rp 4,600,000



Informasi dan pendaftaran hubungi:  
Marketing and Customer Relations Dept.

Telp.: (021) 7500463, 7511126,  
7657257, ext. 1009,  
1010, 1011, 1012  
HP : 0818-0873 7773  
Fax.: (021) 7511143,  
Email: [edp@pmbs.ac.id](mailto:edp@pmbs.ac.id)  
Website: [www.pmbs.ac.id](http://www.pmbs.ac.id)

Waktu Penyelenggaraan:  
Mulai jam 08:30 s.d. 16:30 WIB.

Pembayaran bisa langsung atau  
Transfer ke: Bank BCA KCU Wisma GKBI  
Sudirman Jakarta,  
A/C No.006-308363-9  
a.n.: Yayasan Prasetiya Mulya.

Bukti Transfer harap segera difax ke No.  
(021) 7511127.  
Konfirmasi pembayaran bisa melalui bag.  
keuangan telp. 7511126 ext. 1172

\* Potongan biaya 7.5%  
untuk pembayaran yang dilakukan  
2(dua) minggu sebelum Training.

\* Pengiriman 5 orang pada training yang  
sama diundang free 1 orang untuk  
mengikuti training yang sama.

• Pengiriman 10 orang pada tahun 2010  
maka pengiriman ke 11 free bebas  
memilih topik training.

\* *Biaya tidak terkena pajak.*

Prasetiya Mulya dapat menunda,  
membatalkan atau mengubah jadwal  
pelaksanaan Public Courses karena  
alasan penting tertentu, biaya yang telah  
dihavarkan akan dikembalikan sejumlah

8	Integrated New Product Dev. & Innovation	2	15-16				9-10		Rp 4,600,000
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yang telah kami terima.