



MASTER OF TECHNOLOGY MANAGEMENT



“Universitas Multimedia Nusantara was founded to educate and prepare young people not just in knowledge and technology mastery, but also in building their character and personality to take advantage of ICT as much as possible.”

Jakob Oetama
Founder of Kompas Gramedia & UMN

“Excellent Career Begins With Excellent Education”





NEW MEDIA TOWER
 Southeast Asia 1st Champion
 Energy Efficient Building
 2014 ASEAN Energy Awards



**P.K OJONG - JAKOB OETAMA
 TOWER**
 1st Runner Up
 Energy Efficient Building
 2019 ASEAN Energy Awards



UNIVERSITAS MULTIMEDIA NUSANTARA



“A combination of strategic management, technology, and entrepreneurship to build innovative & progressive digital leadership.”

UMN’s Master of Technology Management aims to produce international-minded graduates who are competent in the field of Information and Communication Technology (ICT)-based technology management by emphasizing theoretical and applicative mastery through an interdisciplinary approach, entrepreneurial spirit, and noble character.

UMN MMT graduates may work as:

- **Technology Business Development**
- **Technology Consultant**
- **Technology Entrepreneur**
- **Digital Transformation Specialist**
- **International Marketing Manager**
- **Business Intelligence Manager**

PERKS OF MMT UMN

- The only Master of Technology Management study program in Indonesia that emphasizes aspects of **the latest technology innovation leadership in upgrading and transforming business and company management** at national and international levels. The study program also received **Excellent Accreditation** from the National Accreditation Board for Higher Education.
- Supported by **Skystar Ventures, UMN's Business Incubator**, which won the best incubator award in the category of mentoring and coaching for tenants in 2016 from the Ministry of Research and Technology, as well as accredited A as a private technology business incubator in Indonesia by the Ministry of Cooperatives and SMEs.
- Equipped with complete supporting infrastructure, such as a **building** and **ICT** infrastructure that supports online and offline learning processes.
- It owns a digital library with a complete collection of trusted resources to support students' learning and research processes, such as the **Harvard Business Review, SAGE Knowledge, MIT Sloan Management Review, Wiley, Emerald, and Pearson**.
- Collaborated with industries and is supported by professional and competent lecturers in their field, per the topics of the courses taught. UMN collaborates with top industries such as **Samsung Research Center, PayFazz, GoJek, Tokopedia, Bukalapak, AWS Educate**, etc.
- Technology-based teaching systems that focus on students using **collaborative learning methods and blended learning**, making it possible for students to discuss, work together, and build a good working team.
- The existing lecturers come from industries and **universities within and outside the country**.
- **Community Service Activities (Pengabdian Kepada Masyarakat/PKM)** produces a technology patent-based program to improve community life in the villages that UMN assists.
- Has several choices of final project types, such as **academic research projects, digital transformation projects, and new business model validation projects**.

Degree : **Master of Management (Magister Manajemen/ M.M)**

Lecture Location : **Universitas Multimedia Nusantara
Building D, 10th Floor
P.K. Ojong - Jakob Oetama Tower
Scientia Garden, Jl. Boulevard Gading Serpong,
Tangerang - Banten**

**UMN Campus Menara Kompas, 9th Floor
Jl. Palmerah Selatan No. 21
Central Jakarta**

PROGRAM **MMT**

Study Period: **4 semesters**

Lecture Schedule: **Monday - Friday, 18.30 - 21.00 WIB**

SEMESTER	COURSE	CREDITS
Matriculation	General Business Management	0
	Digital Business Technology Dynamics	0
1	Value Creation and Innovation Management	3
	Technology Industry and Competitive Analysis	3
	Business Model, Strategy and Innovation	3
	Project Research Methodology	3
	Information System and Software Management	3
Total Semester 1 Credits		15
2	Digital Leadership and Social Responsibility	3
	Marketing and Digital Communication	3
	Technology, Finance and Capital	3
	Managing Technology Project	3
	ICT Planning and Evaluation	3
Total Semester 2 Credits		15
3	Seminar and Colloquium	3
	<i>Elective Course 1 for Specialization or Certification</i>	3
	<i>Elective Course 2 for Specialization or Certification</i>	3
	<i>Elective Course 3 for Specialization or Certification</i>	3
	<i>Elective Course 4 for Specialization or Certification</i>	3
Total Semester 3 Credits		15
4	Final Project I - Thesis ARP/DTP/NVP	6
	Final Project II - Publication/Prototype	3
Total Semester 4 Credits		9

Option for **SPECIALIZATION** or **CERTIFICATION** (required)

AI and Machine Learning for Business Leaders

Provides an in-depth understanding of AI and ML, emphasizing their strategic impact on business operations and decision-making processes

International Marketing

Examines the complexities of marketing on a global scale, focusing on strategies for effectively reaching and engaging diverse international markets.

Data Analytics and Business Intelligence

Develop proficiency to utilize data analytics and business intelligence tools for strategic decision-making and enhancing organizational performance.



APPLICATION REQUIREMENTS

- Has a bachelor's degree from a National University (Accredited by the National Accreditation Board of Higher Education (BAN-PT) or equivalent) and an International University (applicants are required to obtain a Bachelor's Degree Equalization Letter from the Indonesian Ministry of Education).
- Has an English proficiency: at least 500 in TOEIC, at least 150 in computer-based TOEFL, at least 52 in computer-based TOEFL, at least 52 in internet-based TOEFL, at least 475 in paper-based TOEFL, and at least 5.5 in IELTS.
- Include a Letter of Recommendation from the place of work (University and/or workplace).
- Have a minimum of 5 years of work experience.
- Take the Academic Competency Test and Case Study Test (logic and analytical thinking).
- Follow the interview process with the Study Program Admissions Team.
- Fill out the registration form at bit.ly/umnmagister



TUITION FEE

IDR 1,350,000/credit

Semester 1 (15 credits) : IDR 20,250,000

Semester 3 (15 credits) : IDR 20,250,000

Total (54 credits) : IDR 72,900,000

Semester 2 (15 credits) : IDR 20,250,000

Semester 4 (9 credits) : IDR 12,150,000

Matriculation : IDR 3,000,000

(All prospective MMT UMN students are required to participate in matriculation at the beginning of the lecture)

STUDENT ACHIEVEMENTS

In “International Business and Management, Virtual Innovation and Invention of Idea Competition (VIIIIC) 2021”

■ HUSHBEBE - SILVER AWARD

“Digital Marketplace and Education Platform for Baby-Wearer”

*by Indah Lestari, Michelle Clysia Sabandar
Anastasia Joveta, Jagra Fajar Fitria*

■ LUCID - SILVER AWARD

“Live in Unity with Centralized Integrated Data”

by Claudia Severesia Chandra, Maya Anggraini

■ SILVER AWARD

“Upscaling Indonesia MSME’s Technology Capability using Triple Helix Effect and Human Centered Design Approach for Industry Creativity Industry Growth”

*by Chessa At Thariq, Constantin Dwi Rendragraha,
Filia Darmasanty, Vania Hefira, Kantika*

SILVER AWARD

in “International Sustainability Invention, Innovation and Design ShowCase 2022”

- “DIDAURA: Towards the Sustainable Fashion in Circular Economy - The Roles of AI-Based Digital Platform”

*by Chessa At Thariq, Constantin Dwi Rendragraha,
Filia Darmasanty Yaputri, Vania Hefira*

- “GREENOLOGY - Green Technology Platform (Application and Website) as contribution to Circular Economy in Indonesia”

by Yunanto Herlaksono, Chrysan Kirana, Yasinta Nikita Titisari, Veninchia Gardenia, Ridhony Hutasoit

- “Combining Sustainability And Budget-Friendly: A New Business Model In Eyewear World”

by Janalia K Syarif, Devi Irnaldi, Ronald Wlliam, Mohammad Rinaldi, Muhammad Ghiffari





In “INCOGITE 2022”

■ **BEST PAPER**

“The Effect Of Ability, Motivation, And Opportunity Factors On The Success Of Technology Innovations Moderated By Corporate Entrepreneurial Climate)”

by Yasinta Nikita Titisari

■ **BEST PRESENTER**

“Investigating the impact of cybersecurity culture on employees’ cybersecurity protection behaviours: A Conceptual Pape”

by Laksana Budiwiyo Lie

BEST PRESENTER ICEBE 2022

“Global Economy and Business Recovery Growth to Create Sustainable Business-Friendly Environment”

by Aziz Maulana Arham

In “International Business and Management, Virtual Innovation and Invention of Idea Competition (VIIC) 2023”

■ **BRONZE AWARD**

“The Modern Urban Farming with Minimum Effort and Maximum Result : A way to increase healthy living, food security, income suplement and environtmental education”

by Anugrah Rizky Novan Pradana, Sigit Prasetyo, Prisilia Ines, Cifran Hiu, Stella Poh

■ **BRONZE AWARD**

“GOPTTY, Your reliable partner for on-the-go sanitation needs”

by Veronica NG, James Hartanu, Conny Santoso, Andhika Virya

■ **INNOVATION PLATINUM AWARD**

“Road Map into 50 Industry : A Disruptive sustainable energy and application using mikro”

by Erlando Dominico, Era Farameita, Muhamad Habifian, Ni Luh Devi Kusuma Wati, Nisaa Syauqi

COLLABORATION



Exchange lecturers with Notre Dame of Marbel University, Philippines



Joint Conference, Research & Exchange Lecturers



Research & Exchange Lecturers



Teaching & Research Partner



Research, Career Services, Entrepreneurship, Responsible Leadership & Management Education



Modeling Digital Transformation final project



Business Model Innovation and Intrapreneurship Assistance



Coach New Venture Project



Data Science Education Partner



Development of Tri Dharma of Higher Education



Guest Lecturer, Research Grant for making Sales Productivity Apps



Technology Partners



Technology Collaboration Partner



Development Program & Exchange Lecturers



Leadership Development Program

ALUMNI TESTIMONIALS



UMN's MMT is a way to understand, recognize, and see how technology is optimized for business development, especially with digital transformation that 'fits' the existing business ecosystem.

MMT UMN facilitates learning opportunities through updated journals, sharing seasons, guest lecturers, and practitioners who are present to provide a complete understanding. Technology development will bring changes in business models, that's for sure! In the industry, on the one hand, it will bring new opportunities, but on the other hand, it can also 'disturb' the existing business.

Rumpoko Adi

Director at Dyandra Promosindo



Studying MMT at UMN is a different experience for me than what I have been doing. At MMT UMN, I can take one major with two fields, namely management and technology.

The lecturers at UMN are very helpful and friendly. Lectures were relaxed, and we were free to ask questions and explore. The knowledge given is applicable and can be absorbed well, even though I started from scratch in both fields. I learned to set up a new business as my final project, learning to assess risks to minimize losses in taking opportunities.

Janalia Kurniati Sjarif

Ophthalmologist at Bethsaida Hospital & Serpong Eye Clinic



MMT UMN took my career as a Product Manager to the next level. With relevant industry-based case studies and exploration of Sustainable Development Goals and Artificial Intelligence, I developed system thinking to make strategic decisions and effectively lead product development for market needs.

This program prepared me to be more confident in increasing my competitiveness in an era of constant change and competitive business challenges.

Vania Hefira

Product Manager at Multinational Edutech Company



Magister
Manajemen
Teknologi



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UNIVERSITAS MULTIMEDIA NUSANTARA

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