



ATENEUM DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS  
CENTER FOR CONTINUING EDUCATION

# 2024

## PROGRAM OFFERINGS

## Diploma Programs

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 4, 2024 - April 30, 2025	21st Diploma Program in Corporate Finance	99,750	104,500

## Certification

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 19 – Dec. 10	52nd Lean Six Sigma Green Belt Certification Program (Blended Learning)	56,000	60,000
Feb. 20 - May 15, 2025	22nd Lean Six Sigma Black Belt Certification (Blended Learning)	128,000	136,000

## Ateneo-BAP Institute of Banking

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 9, 16, & 23	The Business of Treasury: Banking Perspective	16,500	18,000
Dec. 9, 10, 12 & 13	Introduction to Sustainable Finance: Principles and Framework	11,000	12,000
Jan. 14 - 15, 2025	Mitigating FX and Interest Rate Risks for Profit Protection	11,000	12,000

## Ateneo Institute for the Digital Enterprise

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 4- Dec. 14	Design Thinking: A New Way of Work	16,500	18,000
Dec. 7, 10, 12 & 14	Network and Information Security	11,000	12,000

## Business Continuity Management

Date	Program Title	Early Eagle Rate	Regular Rate
Jan. 28 & 30, 2025	Crisis Management	5,600	6,600

## Leadership and Management

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 5, 6, 12 & 13	Decision Effectiveness Workshop	11,000	12,000
Nov. 12, 13, 14 & 15	Storytelling for Business: Getting Your Message Across	11,000	12,000
Nov. 22	The Sustainability Imperative: ESGs from Concept to Action	3,000	3,500
Dec. 3, 4, 10, & 11	Preparing to Lead: First Step in Transitioning to Management	11,000	12,000
Dec. 9, 10, 16 & 17	From Operations to Strategy: Applying Business Acumen for Enterprise Growth and Sustainability	11,000	12,000
Dec. 10, 11, 13, 16, 18, & 20	The New Leader's Toolkit: POLC	16,500	18,000
Dec. 12-13	Motivational Intelligence For Effective Leadership	11,000	12,000
Jan. 14-17, 2025	Systems Thinking Basics: Solving Team Problems that Keep Coming Back	11,000	12,000
Jan. 20-21, 2025	Introduction to Coaching for Performance	5,600	6,600
Jan. 20 - 23, 2025	Appreciative Leadership: Enhancing Employee Engagement	11,000	12,000
Jan. 20, 21, 27, & 28, 2025	Leading and Managing Change	11,000	12,000
Mar. 17, 18, 24 & 25, 2025	Strategic Thinking in a Changing World	11,000	12,000
May 28, 29, Jun. 4 & 5, 2025	Leading Strategic Execution	11,000	12,000

## Human Resources Management

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 11, 12, 13, & 14	Advanced Balanced Scorecard	11,000	12,000
Nov. 18, 19, 20 & 21	Applied HR for Line Leaders	11,000	12,000
Mar. 3 - 4, 2025	Balanced Scorecard Basics	5,500	6,000

## Supply Chain Management

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 18, 19, 25 & 26	Managing the Supply Chain	11,000	12,000
Nov. 28, 29, Dec. 5 & 6	Legal Aspects in Procurement and Contract Management	11,000	12,000
Dec. 5 & 6	Essentials in Managing Inventory	11,000	12,000
Dec. 2, 4, 9 & 11	Forecasting and Demand Management	11,000	12,000
Feb. 12, 13, 19, 20, 26 & 27, 2025	Strategic Purchasing	16,500	18,000

## Project Management

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 7, 2024 - Feb. 14, 2025	Building a High-Performance Project Organization	59,400	64,000
Nov. 18 - Dec 6	Portfolio Management	14,850	16,000
Jan. 6 - 24, 2025	Setting up a PMO for "Always-On Transformation"	14,850	16,000
Jan. 27 - Feb. 14, 2025	Agile Project Management	14,850	16,000
Mar. 3 - Apr. 4, 2025	The Accidental Project Manager	28,800	34,900
Apr. 21 - May 16, 2025	Program Management	22,000	24,000

## Operational Excellence

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 18 & 25	Customer First! The Essentials of Customer Service	5,500	6,000
Nov. 25 - 27	Root Cause Analysis: Drilling Down to True Causes to Solve and Prevent Problems	8,250	9,000
Dec. 5, 6, 12 & 13	The Business Process Improvement Toolbox	11,000	12,000
Jan. 13, 14, 20 & 21	Lean Six Sigma Yellow Belt Online Training	11,000	12,000
Feb. 6-7, 2025	The Art of Service Recovery	5,500	6,000

## Financial Management

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 11, 13, 18, & 20	Financial Restructuring and Bankruptcy	10,000	12,200
Nov. 25, 26, Dec. 5, 6, 9 & 10	Financial Markets and Corporate Finance	16,550	19,550
Dec. 4, 5, 6, 11, 12 & 13	Accounting for Non-Accountants I	16,500	18,000
Dec. 7	Corporate Finance Business Forum	1,500	1,900
Jan. 13, 15, 16, 20, 22 & 23, 2025	Company Valuation: Principles, Methods, and Applications	15,000	16,800
Jan. 27, 28, 30, Feb. 4, 5 & 6, 2025	Project Finance	15,000	16,800
Feb. 17, 19, 20, 24, 26, & 27, 2025	Accounting for Management Decision-Making	16,500	18,000

## Sales Management

Date	Program Title	Early Eagle Rate	Regular Rate
Nov 7 - 8	Negotiation Skills: Deal or Deadlock	11,000	12,000
Dec. 4 - 6	Sales Management: The Leader in You	16,500	18,000

## Personal Mastery

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 18, 19, 21 & 22	Developing Assertiveness for Leaders (The Confidence Advantage)	11,000	12,000
Nov. 26-29	Business Writing Skills: How to Write Effectively	11,000	12,000
Dec. 2, 3, 5 & 6	Communicate with Impact: The Credibility Advantage	11,000	12,000
Dec. 9, 10, 11 & 12	Technical Writing Skills: Taking Your Written Outputs to the Next Level	11,000	12,000
Feb. 3, 4, 6 & 7, 2025	Dynamics of Conflict Transformation: The Reframing Advantage	11,000	12,000

## Marketing Management

Date	Program Title	Early Eagle Rate	Regular Rate
Nov. 12, 14, 19 & 21	Introduction to Copywriting	11,000	12,000
Nov. 20, 2024 - Jan. 23, 2025	28th Marketing Diploma Program: Intermediate Module	36,700	40,000
Dec. 6, 7, 13 & 14	Creativity & Ideation	11,000	12,000
Dec. 9-10	Connecting the Brand	5,600	6,600
Jan. 16, 17, 23 & 24, 2025	Marketing and Business Planning for Non-Marketers	11,000	12,000
Jan. 28, 30, Feb. 4 & 6, 2025	Service Marketing	10,000	11,000
Jan. 27, 2025 - April 11, 2025	28th Marketing Diploma Program: Integrating Module	32,000	35,000
Feb. 10, 12, 13 & 17, 2025	Marketing Communications	10,000	11,000
Feb. 19, 20, 24 & 26, 2025	Brand Management	10,000	11,000

# FEATURED PROGRAMS



Financial Management **ONLINE PROGRAM**

## 21st Diploma Program in Corporate Finance

November 04, 2024 - April 30, 2025 | via Zoom  
use *AteneoBlueCloud (Canvas LMS)*



**Larry S. Esguerra IV**  
Program Director and  
Resource Person

PROGRAM FEE:  
**₱99,750** *Early Eagle Rate*  
**₱104,500** *Regular Rate*

**SCAN QR CODE  
TO REGISTER!**  
Limited slots only.



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ACCREDITED BY:



Operational Excellence Program

## 52<sup>nd</sup> Lean Six Sigma Green Belt Certification Program

November 19 - December 10, 2024



**Bim M. Mercado**  
Certified Six Sigma Master Black Belt and Lean Practitioner  
Program Director, Six Sigma Certification Programs, AGSB-CCE

**Onsite venue:** Ateneo de Manila University-Salcedo Campus  
Ateneo Professional Schools Building,  
130 HV Dela Costa Street, Salcedo Village, Makati

PROGRAM FEE:  
**₱56,000** *Early Eagle Rate*  
**₱60,000** *Regular Rate*

**SCAN QR CODE  
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# FEATURED PROGRAMS

  
ATENEDE MANILA UNIVERSITY  
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Leadership & Management Online Program

## From Operations to Strategy: Applying Business Acumen for Enterprise Growth and Sustainability

December 9, 10, 16 and 17, 2024  
8:00 am - 12:00 pm | via Zoom



**Michael Benedict A. Lopez**  
Business Strategist, Author, Consultant and Trainer in  
Enterprise Development, Strategic Planning, and Management

PROGRAM FEE:  
**₱11,000** *Early Eagle Rate*  
**₱12,500** *Regular Rate*

SCAN QR CODE  
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Leadership & Management ONLINE LEARNING SESSION

## The Sustainability Imperative: ESGs from Concept to Action

November 22, 2024  
1:00 pm - 5:00 pm | via Zoom



**Dr. Emmanuel D. Delocado, PhD**  
Director, Ateneo Institute of Sustainability  
Head, Ateneo Biodiversity Research Lab



**Ma. Assunta C. Cuyegkeng, PhD**  
Professor in Educational Leadership  
Executive Director, Lily Gokongwei  
Ngochua Leadership Academy



**France Justine A. Arugay**  
Business Development Officer,  
Ateneo Institute of Sustainability



**Abigail Marie T. Favis**  
Assistant Professor in Environmental Science  
Co-founder, Ateneo Wild

PROGRAM FEE:  
**₱3,000** *Early Eagle Rate*  
**₱3,500** *Regular Rate*

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*Experience*  
**EXCELLENCE**

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