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

Ateneo Blue Cloud

2023
Course Offerings

ON-CAMPUS, ONLINE AND HYBRID LEARNING SOLUTIONS

Experience
EXCELLENCE

ATENEO - BAP INSTITUTE OF BANKING

ATENEO DE MANILA UNIVERSITY
Graduate School of Business

BANKERS ASSOCIATION
OF THE PHILIPPINES

Date	Program	Early Eagle Rate (PHP)	Regular Rate (PHP)
Feb. 4, 11, & 18	Value Investing: Principles and Applications	16,500	18,000
Feb. 4, 11, & 18	Fundamentals of Derivatives	15,000	16,500
Feb. 20, 21, 23, & 24	Introduction to Sustainable Finance: Principles and Framework	10,000	11,000
Mar. 4, 11, & 18	The Business of Treasury: Banking Perspective	15,000	16,500
May 6, 9, 11, & 13	Managing Risks from FX and Interest Rate Exposures	10,000	11,000

INSTITUTE FOR THE DIGITAL ENTERPRISE

Date	Program	Early Eagle Rate (PHP)	Regular Rate (PHP)
Feb. 11, 13, 15, & 18	Network and Information Security	10,000	11,000
Feb. 13 - Mar. 24	Design Thinking: A New Way of Work	15,000	16,500
Feb. 20, 24, 27, Mar. 4, 11, & 13	Analytics for Business: Discovering Insights from Data	15,000	16,500
Mar. 11	Introduction to Big Data	5,600	6,600

Certification Programs

Date	Program	Early Eagle Rate (PHP)	Regular Rate (PHP)
Feb. 16 - Mar. 17	46th Lean Six Sigma Green Belt Certification Program	47,000	52,000
Feb. 13 - Mar. 3	102nd Treasury Certification Program		29,700

Leadership & Management

		Early Eagle Rate (PHP)	Regular Rate (PHP)
Jan. 24-25	Decision Effectiveness Workshop	10,000	11,000
Feb. 17	Basics of Corporate Governance	5,600	6,600
Feb. 27, 28, Mar. 1 & 2	Storytelling for Business: Getting Your Message Across	11,000	12,000
Mar. 7-10	Appreciative Leadership: Enhancing Employee Engagement	10,000	11,000
Mar. 13, 14, 16, & 17	Coaching Remote Teams: Keeping Them Together While Apart	10,000	11,000
Mar. 27, 28, April 3, & 4	Leading and Managing Change	10,000	11,000
Mar. 30-31	Motivational Intelligence For Effective Leadership	10,000	11,000
May 2, 3, 8, & 9	Leading Strategic Execution	10,000	11,000

Financial Management

Jan. 23, 25, 26, 30, Feb. 1 & 2	Financial Markets and Corporate Finance	16,550	19,550
Feb. 7, 8, 14, 15, 21, 22, 28, Mar. 1, 7, & 8	Techniques of Financial Analysis	24,500	27,500
Feb. 13, 15, 16, 20, 22, & 23	Company Valuation: Principles, Methods, and Applications	15,000	16,800
Feb. 27, Mar. 1, 2, 6, 8, & 9	Investment Banking	15,000	16,800
Mar. 13, 15, 16, 20, 22, & 23	Mergers and Acquisitions	15,000	16,800
April 11, 12, 13, 17, 19, & 20	Project Finance	15,000	16,800
Apr. 11, 12, 18, 19, 25, & 26	Accounting for Non-Accountants I	16,500	18,000
Apr. 29, May 6, & 13	Corporate Financial Risk Management	15,000	16,80
May 27	Corporate Finance Business Forum	1,500	1,900

Sales Management

Jan. 20-21	Negotiation Skills: Deal or Deadlock	10,000	11,000
Feb. 22-24	Distributor Management: Levelling up the Key Partner	16,500	18,000
Mar. 21, 23, 25, 28, 30, & Apr. 1	Fundamentals of Shopper Marketing and Strategy	15,000	16,800
Mar. 29-31	Key Accounts Management: Strengthening the Core Business Proposal	16,500	18,000
May 10-12	Sales Management: The Leader in You	15,000	16,500

Marketing Management

		Early Eagle	Regular Rate (PHP)
Starting on Feb. 1	DMI Pro: Become a Certified Digital Marketing Professional	62,300	89,000
Feb. 8, 10, 13, 15, 17, & 20	Digital Marketing	15,000	16,500
Feb. 9 -10	Connecting the Brand	5,600	6,600
Feb. 28, March 1, 2, & 3	Introduction to Copywriting	11,000	12,000
Feb. 28, Mar 1, 7, & 8	Services Marketing	10,000	11,000
Mar. 6, 8, 9, & 13	Segmenting, Targeting, Positioning: The Foundation of Strong Brands	10,000	11,000
Mar. 9, 13, 15, & 16	Marketing Communications	10,000	11,000
Mar. 20, 22, 23, & 27	Brand Management	10,000	11,000
Mar. 28, 29, 30, & 31	Marketing and Business Planning for Non-Marketers	10,000	11,000

Human Resources Management

Jan. 26-27	Balanced Scorecard Basics	5,000	5,500
Feb. 20-21	Effective Work Management	10,000	11,000
Mar. 20-21	OD for Line Leaders	11,000	12,000
Mar. 21-24	Labor Relations for Managers (Private Sector)	10,000	11,000
Apr. 11-12	Applied HR for Line Leaders	10,000	11,000
Apr. 17-20	Advanced Balanced Scorecard	10,000	11,000

Operations-Supply Chain Management

Feb. 14, 15, 21, & 22	Managing the Supply Chain	10,000	11,000
Mar. 7, 9, 14, & 16	Forecasting and Demand Management	10,000	11,000
Mar. 20, 21, 27, &28	Essentials in Managing Inventory	10,000	11,000
Apr. 13, 14, 20, & 21	Legal Aspects in Procurement and Contract Management	10,000	11,000
May 16, 17, 23, & 24	Logistics: The Management of Flow	10,000	11,000
May 23, 24, 30, & 31	Procurement and Sourcing Strategies	10,000	11,000

Project Management

		Early Eagle Rate (PHP)	Regular Rate (PHP)
Jan. 16 - Feb. 3	Portfolio Management	14,850	16,000
Feb. 20 - Mar. 24	The Accidental Project Manager	28,800	34,900
Apr. 10 - 28	Agile Project Management	14,850	16,00

Quality Management

Feb. 8 & 15	The Art of Service Recovery	5,000	6,000
Mar. 15, 16, 22, & 23	The Business Process Improvement Toolbox	10,000	11,000
Mar. 30-31	Customer First! The Essentials of Customer Service	5,000	5,500
Apr. 11, 12, 18, & 19	Lean Six Sigma Yellow Belt Online Training	10,000	11,000
Apr. 24, 25, & 26	Root Cause Analysis: Drilling Down to True Causes to Solve and Prevent Problems	8,250	9,000
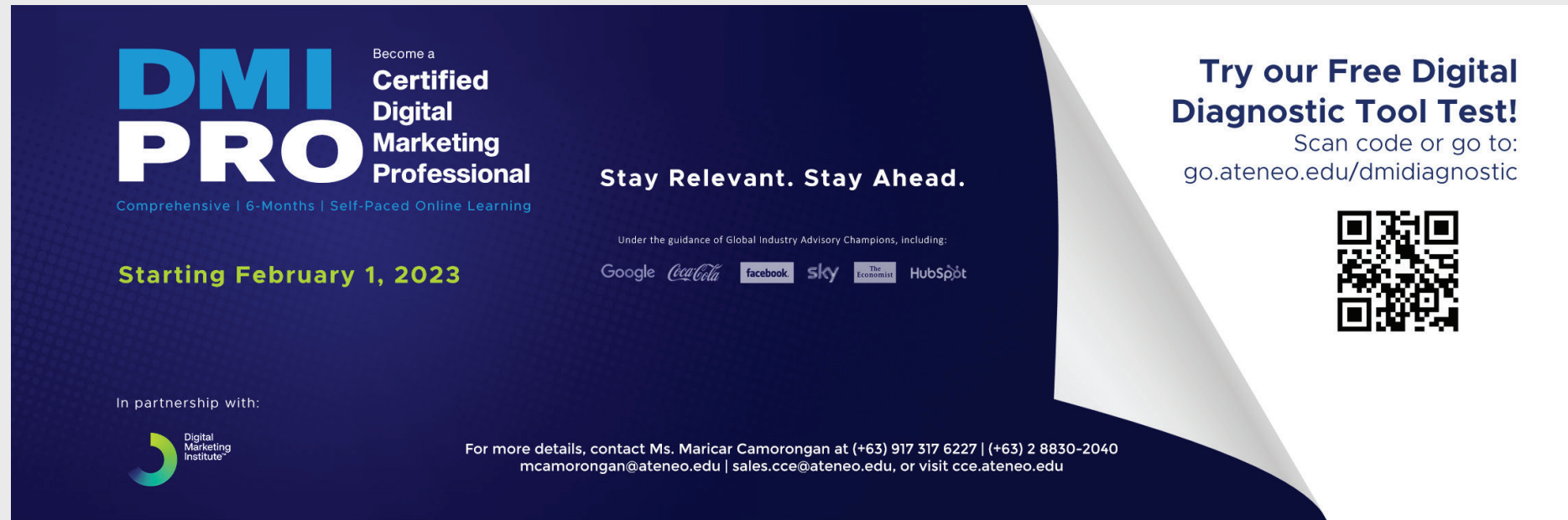
Business Continuity Management

Mar. 14 & 16	Crisis Management	5,600	6,600
Apr. 11 & 13	IT Disaster Recovery Fundamentals	5,600	6,600

Personal Mastery

Mar. 27, 28, 29, & 30	The Strengths Advantage: Discover Your Greatest Talents	12,000	13,000
Mar. 27, 28, 30, & 31	Communicate with Impact: Our Key to Moving Forward	10,000	11,000
Apr. 25-28	Technical Writing Skills: Taking Your Written Outputs to the Next Level	10,000	11,000

FEATURED PROGRAM

Digital changes everything. Culture. Commerce. Community. And then digital goes and changes itself. Such is the rate of progress. Your ambition may be big and clear, but without the right digital skills, it is completely out of reach. And it's not just about what you can do either – it's also about what the world knows you can do.

The greatest professional challenge of the 21st century is staying relevant. Closely followed by communicating how relevant you are in that noisy, dynamic space where new meets now.

Luckily the Digital Marketing Institute exists to help you stay relevant, today and for the rest of your career

Click here to try our Free Diagnostic Tool Test.

Experience
EXCELLENCE