



ATENEIO DE MANILA UNIVERSITY  
**GRADUATE SCHOOL OF BUSINESS**  
CENTER FOR CONTINUING EDUCATION

# 2025

## PROGRAM OFFERINGS



# DIPLOMA PROGRAMS



Date	Program Title	Early Eagle Rate	Regular Rate
Jul. 7 - Nov. 26	22nd Diploma Program in Corporate Finance (FULL ONLINE)	99,750	104,500
Aug. 4 - Dec. 11	29th Marketing Diploma Program (FULL ONLINE)	79,900	84,000
Sep. 16 2025 - Mar. 7, 2026	8th PCPM - Ateneo CCE Diploma in Pharmaceutical Medicine & Management	76,500	81,000

# CERTIFICATION



Date	Program Title	Early Eagle Rate	Regular Rate
Jun. 25 - Aug. 6	53rd Lean Six Sigma Green Belt Certification Program (Blended Learning)	Php 56,000	60,000
Jun. 30 - Jul. 1	Lean Six Sigma Yellow Belt Certification Program (IN PERSON)	Php 16,000	17,000
Aug. 27 - Nov. 5	23rd Lean Six Sigma Black Belt Certification Program (BLENDED LEARNING)	128,000	136,000

# ATENEO-BAP INSTITUTE OF BANKING



Date	Program Title	Early Eagle Rate	Regular Rate
Jul. 14 & 15	Mitigating FX and Interest Rate Risks for Profit Protection	11,000	12,000
Aug. 2 & 9	Introduction to Sustainable Finance: Principles and Framework	11,000	12,000
Aug. 9, 16, & 23	The Business of Treasury: Banking Perspective	16,500	18,000

# ATENEO INSTITUTE FOR THE DIGITAL ENTERPRISE



Date	Program Title	Early Eagle Rate	Regular Rate
Aug. 9, 12, 14 & 16	Network and Information Security	11,000	12,000

## PROJECT MANAGEMENT



Date	Program Title	Early Eagle Rate	Regular Rate
Aug. 7 - Oct. 24	Managing Multiple Projects and Stakeholders	66,550	72,000
Aug. 18 - Sep. 5	Portfolio Management	14,850	16,000
Sep.15 - Oct. 03	Project Stakeholder Satisfaction	14,850	16,000
Nov. 6 - Feb. 13	Building a High-Performance Project Organization	59,400	64,000
Jan. 5 - Jan. 23, 2026	Setting up a PMO for "Always-On Transformation"	14,850	16,000

## RETAIL MANAGEMENT



Date	Program Title	Early Eagle Rate	Regular Rate
Sep. 10 - 11	Retail Management and Strategy (IN-PERSON)	15,000	16,000

## BUSINESS CONTINUITY MANAGEMENT



Date	Program Title	Early Eagle Rate	Regular Rate
Aug. 26 & 28	IT Disaster Recovery Fundamentals	5,600	6,600
Sep. 16 & 18	Crisis Management	5,600	6,600

# SALES MANAGEMENT



Date	Program Title	Early Eagle Rate	Regular Rate
Jul. 23, 24 & 25	Sales Management: The Leader in You	16,500	18,000
Aug. 4 - 5	Negotiation Skills: Deal or Deadlock	11,000	12,000
Aug. 13, 14 & 15	Distributor Management: Levelling up the Key Partner	16,500	18,000
Sep. 17, 18 & 19	Key Accounts Management: Strengthening the Core Business Proposal	16,500	18,000

# SUPPLY CHAIN MANAGEMENT



Date	Program Title	Early Eagle Rate	Regular Rate
Jul. 8, 10, 15 & 17	Forecasting and Demand Management	11,000	12,000
Jul. 21, 23, 28 & 30	Logistics: The Management of Flow	11,000	12,000
Jul. 24, 25, 30 & Aug. 1	The Essentials of Cold Storage Warehouse Operations	11,000	12,000
Aug. 12, 13, 19 & 20	Procurement and Sourcing Strategies	11,000	12,000
Aug. 14, 15, 20 & 22	Essentials in Managing Inventory	11,000	12,000
Sep. 1, 2, 4 & 5	Managing the Supply Chain	11,000	12,000
Sep. 8, 9, 15 & 16	Warehouse Management and Control	11,000	12,000
Sep. 18, 19, 25, & 26	Legal Aspects in Procurement and Contract Management	11,000	12,000

# OPERATIONAL EXCELLENCE



Date	Program Title	Early Eagle Rate	Regular Rate
Jul. 3	Customer First! The Essentials of Customer Service	5,500	6,000
Sep. 2, 3, & 4	Root Cause Analysis: Drilling Down to True Causes to Solve and Prevent Problems	8,250	9,000
Sep. 8 & 9	The Art of Service Recovery	5,500	6,000
Oct. 20, 21, 27, & 28	The Business Process Improvement Toolbox	11,000	12,000

# LEADERSHIP AND MANAGEMENT



Date	Program Title	Early Eagle Rate	Regular Rate
Jul. 14, 16, 17, 21, 23 & 24	The New Leader's Toolkit: POLC	16,500	18,000
Jul. 24 & 25	Motivational Intelligence For Effective Leadership	11,000	12,000
Jul. 29 - 30	Preparing to Lead: First Step in Transitioning to Management (IN-PERSON)	15,000	16,000
Aug. 4, 5, 11 & 12	From Operations to Strategy: Applying Business Acumen for Enterprise Growth	11,000	12,000
Aug. 5, 7, 14, & 15	Decision Effectiveness Workshop	11,000	12,000
Aug. 28	Introduction to Coaching for Performance (IN PERSON)	7,500	8,000
Sep. 17 & 18	Systems Thinking Basics: Solving Team Problems that Keep Coming Back	15,000	16,000
Sep. 22, 23, 29, & 30	Leading and Managing Change	11,000	12,000
Oct. 20, 21, 27, & 28	Strategic Thinking in a Changing World	11,000	12,000
Oct. 21, 22, 23 & 24	Appreciative Leadership: Enhancing Employee Engagement	11,000	12,000
Nov. 25, 26, Dec. 1, & 2	Leading Strategic Execution	11,000	12,000

# PERSONAL MASTERY



Date	Program Title	Early Eagle Rate	Regular Rate
Jul. 22, 23, 24, & 25	Business Writing Skills: How to Write Effectively	11,000	12,000
Aug. 11, 12, 14 & 15	Communicate with Impact: The Credibility Advantage	11,000	12,000
Oct. 13, 14, 16 & 17	Dynamics of Conflict Transformation: The Reframing Advantage	11,000	12,000

# MARKETING MANAGEMENT

Date	Program Title	Early Eagle Rate	Regular Rate
Aug. 6 - 7	Connecting the Brand	5,600	6,600
Aug. 7, 11, 13 & 14	Marketing Research	10,000	11,000
Aug. 7, 8, 14 & 15	Marketing and Business Planning for Non-Marketers	11,000	12,000
Aug. 18, 20, 27 & 28	Segmenting, Targeting, Positioning: The Foundation of Strong Brands	10,000	11,000
Sep. 3, 5, 10, & 12	Brand Management	10,000	11,000
Sep. 4 - Oct. 9	29th Marketing Diploma Program: Intermediate Module	32,000	35,000
Sep. 9, 11, 16 & 18	Introduction to Copywriting	11,000	12,000
Sep. 24, 25, 29, Oct. 1, 2 & 6	Digital Marketing	15,000	16,500
Oct. 13, 15, 16 & 20	Services Marketing	10,000	11,000
Oct. 13 - Dec. 11	29th Marketing Diploma Program: Integrating Module	32,000	35,000
Oct. 22, 23, 27, & 29	Marketing Communications	10,000	11,000

# HUMAN RESOURCES MANAGEMENT

Date	Program Title	Early Eagle Rate	Regular Rate
Aug. 11 - 13	Training the Trainers Workshop: A Practical Approach in Training Design, Delivery, and Evaluation (IN-PERSON)	22,500	24,000
Aug. 28 - 29	Balanced Scorecard Basics	5,500	6,000
Sep. 10, 11, & 12	Practical Training and Instructional Design Workshop: Creating Impactful Training Courses for the Workplace (IN-PERSON)	22,500	24,000
Sep. 16, 17, 18, & 19	Advanced Balanced Scorecard	11,000	12,000
Sep. 22, 23, 24, & 25	Applied HR for Line Leaders	11,000	12,000
Oct. 7, 8, 9, & 10	Embracing Balance: Building Resilience (Stress & Time Management)	11,000	12,000
Nov. 24, 25, 26, & 27	Appreciating Organization Development: The Role of Line Leaders Towards Organizational Effectiveness and Learning	11,000	12,000

# FINANCIAL MANAGEMENT



Date	Program Title	Early Eagle Rate	Regular Rate
June 30, Jul. 2, 3, 7, 9, & 10	Accounting for Management Decision-Making	16,500	18,000
Jul. 3, 4, 10, 11, 17, & 18	Accounting for Non-Accountants I	16,500	18,000
Jul. 7, 8, 9, 14, 15, 16, 21, 22, 23, & 28	Finance 101: Essentials of Financial Management	25,000	28,000
Aug. 4, 6, 7, 11, 13, & 14	Financial Markets and Corporate Finance	16,550	19,550
Aug. 4, 5, 6, 11, 12, 13, 18, 19, 26, & 27	Techniques of Financial Analysis	27,500	30,000
Aug. 18, 20, 22, 26, 27, 28	Company Valuation: Principles, Methods, and Applications	15,000	16,800
Sep. 8, 10, 11, 15, 17, & 18	Project Finance	15,000	16,800
Sep. 22, 24, 25, 29, Oct 1, & 2	Investment Banking	15,000	16,800
Oct. 6, 8, 9, 14, 15, & 16	Mergers and Acquisitions	15,000	16,800
Oct. 20, 22, & 23, 27, 29 & 30	Corporate Financial Risk Management	15,000	16,800
Nov. 10, 12, 13, & 17	Financial Restructuring and Bankruptcy	10,000	12,200

# FEATURED PROGRAMS

ATENEO DE MANILA UNIVERSITY  
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Operational Excellence

**BLENDED PROGRAM**

## 23rd Lean Six Sigma Black Belt Certification Program



August 27, 2025 -  
November 5, 2025



Onsite: Ateneo Salcedo Campus  
Online: via Zoom

PROGRAM FEE:

**₱128,000** (Early Eagle Rate)

**₱136,000** (Regular Rate)

**SCAN QR CODE  
TO REGISTER!**

Limited slots only.



**Bim M. Mercado**

Certified Six Sigma Master Black Belt and Lean Practitioner  
Program Director, Six Sigma Certification Programs, AGSB-CCE

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Health Management

**ONLINE PROGRAM**

8th PCPM - Ateneo CCE

## Diploma in Pharmaceutical Medicine & Management



September 16, 2025 -  
March 7, 2026



via Zoom



**Jonas Policarpio, MD, MBA**

Program Director, Diploma in Pharmaceutical  
Medicine and Management

PROGRAM FEE:

**₱76,500** Early Eagle Rate

**₱81,000** Regular Rate

**SCAN QR CODE  
TO REGISTER!**

Limited slots only.



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