



ATENEIO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS




CCE CENTER FOR CONTINUING EDUCATION

A background image showing a classroom setting with students at desks, working on laptops. The image is split into a blue left half and a yellow right half, with a diagonal line separating them. The text is overlaid on the bottom right, which is yellow.

# 55<sup>th</sup> Leadership+Management Development Program

March 11, 2020 - June 27, 2020

# WHAT IS LMDP?



As a professional manager, you have reached a vital position in your organization. You have accumulated experience in your functional area.

**Develop the knowledge and skills that will sustain the progress you have achieved in your career. Become more valuable to your organization by increasing your effectiveness as a manager and leader.**

Strengthen your management skills and further develop your leadership capabilities through Leadership and Management Development Program (LMDP).

LMDP is an intensive 13-week program that covers subjects available in a regular MBA program. The program is designed to accommodate the work schedule of the target participants, requiring minimum time away from the workplace.

Join the hundreds of managers who have experienced a valuable career boost through the LMDP.

# OUR OBJECTIVES

After the course, you will:

1. Strengthen your fundamental management skills, increase your decision-making abilities; and improve your supervisory and team-building proficiencies;
2. Develop a general management perspective, which helps you align yourself and your team with the company's overall goals; and
3. Broaden your knowledge of functional areas other than your own, which enables you to understand the company's various functions and contribute to cross-functional processes.

A black and white photograph showing a person's profile as they look at a tablet. The tablet screen displays a document with text and a small graphic of a cube. The person's face is out of focus, and the background is dark.

## WHO SHOULD ATTEND

The LMDP brings together middle managers of midsize and large companies, higher-level managers of small companies, managers of nonprofit organizations, and entrepreneurs who want to sharpen their management and leadership skills.

# PROGRAM CONTENT

The LMDP is delivered in three modules encompassing 13 courses.

## I. Core Management Skills

The courses in this module provide participants with intensive training in fundamental concepts and skill, updated with latest techniques.

- A. The Art of Directing People:** Engages you in theater-based exercises as a way to appreciate the essential tasks of leadership and management.
- B. Appreciating Financial Statements:** Enables you to interpret financial performance intelligently.
- C. Analytical Problem Solving:** Arms you with techniques for analyzing problems and deciding on alternatives.
- D. Economics for Business:** Teaches you managerial economics and its impact on your business decisions.

## II. Core Functional Skills

The courses in this module deepen appreciation of diverse management functions and their contribution to meeting overall company objectives.

- A. People Management:** Coaches you in skills of handling and partnering with people.
- B. Marketing Management:** Establishes a deeper understanding of the dynamics of customers, markets, and products/services.
- C. Financial Management:** Equips you with techniques in financial analysis and making financial decisions.
- D. Supply Chain Management:** Shows you how you can contribute to your company's supply chain, which is the complex interaction of products, processes, infrastructure, information, and people focused on achieving customer satisfaction.
- E. Agile Project Management:** Enhances your capacities as a leader by combining business vision, communication skills, soft management skills, and technical savvy with the ability to plan, coordinate, and execute.

## III. Integrative Courses

The courses in this module integrate lessons learned and provide a strategic, general management perspective, updated with current trends and issues.

- A. Business Process Improvement:** Directs you in identifying, designing, and improving business processes.
- B. Business Ethics:** Guides you in making ethical decisions.
- C. Strategic Thinking in the Global Environment:** Trains you in thinking systemically by helping you see the "big picture" of your company's overall objectives in relation to your company's global environment.
- D. Leadership and Managing Change:** Provides frameworks for enhancing your leadership skills and for creating and implementing a change plan.



# RESOURCE SPEAKERS

**DR. RICARDO ABAD** is a Professor from the Department of Sociology and Anthropology of the Ateneo de Manila University.

**MR. ARMANDO BONGCO, JR.** is a professional organization development consultant.

**MR. ALBERTO BUENVIAJE** is a Strategic Management Consultant, Chairman of AAK Developers Inc., and is a member of the Board of The New Medical City Hospital (Professional Services, Inc.), and other institutions in various industries.

**MR. MARIO R. DOMINGO** is the Founder of Neural Mechanics, a deep-learning solutions company headquartered in Singapore. He is the Director of the Institute for the Digital Enterprise and Program Director of Diploma in Applied Project Management.

**DR. DENNIS GONZALEZ** is a professor at the Ateneo Graduate School of Business. He used to be the chairman of National Book Development Board. He was the former Associate Dean of Ateneo School of Government.

**MR. GAVIN LEE** is an Adviser at Unicapital Securities, Inc. for Equity Research. He has conducted numerous training programs for the Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) and various institutions.

**MS. ANAMARIA MERCADO** is a certified Six Sigma Master Black Belt who co-owns and manages two franchise outlets of an international office supplies company.

**MS. GOLD TANTOCO** is the Founder and Managing Consultant at Idea M Innovation, Design and Marketing Consultancy as well as the President of Prism Gallery.

**MR. KENT VALDERRAMA** is the Director and Senior Consultant of Global Procure-It.

## PROGRAM DIRECTOR

**DR. JET MAGSAYSAY** is the Program Director for the Leadership and Management Development Program of the Ateneo Graduate School of Business Center for Continuing Education (CCE), and is President of Strategic Directions, Inc., a strategy- and management-consulting firm. He is Curriculum Director for JFC University, and a lecturer at Kyoto University's Asia Business Leader Programme, where he teaches Business Planning and Leadership Skills.

He has a BSc. in Industrial Management Engineering from De La Salle University, a Master in Management (with Distinction) degree from the Asian Institute of Management, and a Ph.D. in Leadership Studies, major in Organizational Development, at the Ateneo De Manila University.





## TESTIMONIALS

**“Very unique! Very creative!  
Ateneo really knows how to  
make their brand the best!”**

GRACE CIPRIANO  
Account Development Manager,  
Galileo Philippines

**“Did not believe in the  
beginning that this module will  
help me in my work. I was  
wrong. This help me feel more  
confident in work. I am now a  
believer.”**

ABEL C. CAGARA  
Operations & Chartering Manager,  
Sumilon Island Tankers, Inc.

**“The workshop is brilliant.  
Very useful not just in the  
workplace but in everyday life.  
Galing! Great facilitators.”**

ARVIN VIDAL  
IT Systems Manager, Procter & Gamble

**“After the course I am now  
confident to take risks and the best  
that I can be & be able to stand out  
as an individual.”**

SHAUNA HERRERA CHRISTINAS  
Star R Management Holding Inc.





**REGISTER NOW!**



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www.cce.ateneo.edu

**PROGRAM FEE**

**Php 135,000.00**  
(Early Eagle Rate)

**Php 153,000.00**  
(Regular Rate)

**DATES**

March 11, 2020 - June 27, 2020  
Wednesdays - Thursdays, 5:30 - 8:30 pm  
Saturdays, 9:00 am - 6:00 pm  
*Schedules and prices may change without prior notice*

**VENUE**

3/F Ateneo Professional Schools Bldg.  
130 HV Dela Costa St., Salcedo Village,  
Makati City, Philippines

**PACKAGE INCLUSIONS**

- Program fee
- Training kit
- AM / PM snacks
- Lunch /dinner
- Certificate of course completion

# *Experience* **EXCELLENCE**

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### Accreditations:



### Membership:

