



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



Leadership and Management

DIPLOMA PROGRAM

57th Leadership+Management Development Program

February 2 - May 28, 2022

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



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.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Strengthen your fundamental management skills, increase your decision-making abilities; and improve your supervisory and team-building proficiencies;
- ➔ Develop a general management perspective, which helps you align yourself and your team with the company's overall goals; and
- ➔ 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.

LEADERSHIP + MANAGEMENT DEVELOPMENT PROGRAM

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-module 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 hundred of managers who have experienced a valuable career boost through the LMDP.

PROGRAM OUTLINE

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.

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. 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.

D. Strategic Thinking in a Changing World: 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.

E. Leadership and Managing Change: Provides frameworks for enhancing your leadership skills and for creating and implementing a change plan.

PROGRAM DIRECTOR



DR. JET F. MAGSAYSAY

Dr. Jet F. Magsaysay is the Dean of the Ateneo Graduate School of Business.

He is president of Strategic Directions, Inc., a strategy- and management-consulting firm that caters to top corporations in diverse industries. As a strategy and organizational development consultant, he has guided leading corporations in the Philippines and Southeast Asia in developing their visions and strategies, and in building their organizational capabilities.

As an academic program director he has conceptualized and customized leadership and management programs for diverse clients.

As a trainer-educator, he has designed and facilitated programs in strategy, execution, leadership, and management skills.

As a corporate executive, he has managed business units in the Philippines, in China, and across Asia, in the investment banking, publishing, and consulting industries.

An internationally recognized writer and presenter, he is a lecturer in Kyoto University's Asia Business Leader Programme. He was Editor-in-Chief of World Executive's Digest, a Pan-Asian management magazine where he authored award-winning content. He has authored research articles that have been peer-reviewed and published in international academic journals. He has been a keynote speaker at various conferences in Southeast Asia, China, and Japan.

Dr. Magsaysay has a BSc. in Industrial Management Engineering from De La Salle University, a Master in Management degree from the Asian Institute of Management, and a Ph.D. in Leadership Studies, major in Organizational Development, from the Ateneo De Manila University.

RESOURCE PERSON



ARMANDO T. BONGCO, JR

Armando T. Bongco, Jr is a Professional Management and Organization Development Consultant specializing in leadership supervisory and management development, strategic planning, performance management, coaching and counseling, training and development, human resource for line leaders, and organization transformation.

He was a Consultant and HRDG Manager of United Laboratories, Inc., Senior Manager for Organization Development and Training Manpower Department of First Holdings Group of Companies, Head for Manpower Training and Development Department of the Human Resources Division of Ayala Group of Companies, and Staff Planning Assistant for the Human Resources Division- San Miguel Corporation.

Mr. Bongco was trained and certified as an official instructor for Problem-Solving and Decision-Making Program by Kepner and Tregoe, Inc., Interaction Management by Development Dimension International, Inc., and Problem Solving and Decision Making by Decision Processes, Inc. He participated and completed numerous seminars conducted by leading foreign and domestic consultancy firms in various areas of HRM.

RESOURCE PERSON



DR. OSCAR G. BULAONG, JR.

Dr. Oscar G. Bulaong Jr. is a faculty member of the Ateneo de Manila University. He teaches philosophy at both undergraduate and graduate levels at the Ateneo Loyola Schools, and he teaches business ethics and leadership at the Ateneo Graduate School of Business. He serves as the Executive Director of the Governor Jose B. Fernandez Jr. Ethics Center at the Ateneo Professional Schools. He is also the Editor of the book, *Business Ethics in Asia* which was a finalist in the Professions Category of the National Book Awards.

Dr. Bulaong earned his Bachelors degree in Management and Masters in Philosophy from the Ateneo de Manila University. He finished his Ph.D. in Philosophy from the Institute für Philosophie of the Johann Wolfgang von Goethe Universität, Frankfurt am Main in Germany.

RESOURCE PERSON



MARIO R. DOMINGO

Mario Domingo is the Group CTO of Chi-X Asia-Pacific Holdings, Ltd, a Hong Kong conglomerate of market centers operating equities exchanges in Australia and Japan. He is also president of Chi-X Global Technology Philippines, Inc. A low-latency, high-frequency trading platform technology and operations FinTech company he built from the ground up. Today, over USD\$1.5 Billion in trades are managed by the highly regulated system and is the only one of its kind in the Philippines.

He is the founder of several technology companies in Singapore and the Philippines in the areas of Artificial Intelligence and Advanced Analytics.

He is also the founder of DARC Labs, an AI-healthcare tech R&D center where they work on imaging and genomics diagnostics. He is the Director of the Ateneo Institute for Digital Enterprise where he helps share his knowledge in digital transformation and innovation. He has helped several companies through their Digital Transformation over the years.

He spent many years in Telecom and the Defense and Manufacturing Technologies in the United States.

RESOURCE PERSON



VOLTAIRE GONZALES

Mr. Voltaire T. Gonzales is the Executive Director of Roleplayers Theater for Life. Prior to this, he held other posts, such as Executive Consultant for Summit Media, JGSummit/Rignier Media Co.; House of Investments, Yuchengco Group of Companies; Diamond Auto Group; Harrison, Subsidiary of McCann Erickson Worldwide. He was also the Head of Country Vehicle Sales, Corporate Communication, and Sales Training & Official Brand Spokesperson of Honda Cars in the Philippines. He further became the Brand Manager, for Asia and Oceania, of Honda Motor Co. Japan.

Mr. Gonzales is the Certified Regional Instructor for Total Quality Management, Customer Service, and Sales Excellence programs.

RESOURCE PERSON



GAVIN LEE

Mr. Gavin Lee is an Assistant Professor at the Cesar E.A. Virata School of Business (VSB) (formerly College of Business Administration) at the University of the Philippines – Diliman where he teaches Accounting and Finance. He has conducted numerous seminars and trainings for various institutions, including the Philippine Stock Exchange (PSE), Philippine Institute of Certified Public Accountants (PICPA), Institute of Internal Auditors – Philippines (IIA-P), and the Ateneo Center for Continuing Education (CCE).

Aside from his involvement with educational activities, Gavin is an Adviser at Unicapital Securities, Inc. for Equity Research. He is also a Director at Dearest1, an online jewelry company that focuses on custom-made wedding rings and engagement rings, and an Adviser for TripZeeker2, an online bazaar of travel experiences, activities, and tours that connects travelers with multiple tour operators across the globe.

Mr. Lee holds a Bachelor of Science degree in Business Administration and Accountancy and a Master of Science degree in Finance from the VSB at the University of the Philippines – Diliman.

He also holds the following professional certifications: Certified Public Accountant (CPA) – Philippines, Certified Internal Auditor (CIA), and Chartered Financial Analyst (CFA).

RESOURCE PERSON



ANAMARIA M. MERCADO

Ms. Anamaria M. Mercado is a certified Six Sigma Master Black Belt and Lean Practitioner. She received her certification after six weeks of training in the US and a two-year full-time assignment as a Six Sigma Deployment Manager. She is also the Program Director of Six Sigma Certification Programs at the Ateneo Graduate School - Center for Continuing Education.

As a Deployment Manager, she helped launch the continuous improvement initiative in her former company. She managed multiple projects across the organization, improving process performance and customer satisfaction while delivering financial benefits.

Further, she has professional experience in sales and marketing management, as well as in training and development. Over the years, Ms. Mercado has concentrated on providing training and coaching services to various clients across industries, particularly in the areas of business process improvement and service excellence. Ms. Mercado has a degree in Business Economics and post-graduate units in Professional Education from the University of the Philippines. She also holds a Masters degree in Business Administration from the Ateneo Graduate School of Business.

RESOURCE PERSON



**JOANNA MARIGOLD
TANTOCO**

Joanna Marigold Tantoco is the Founder of and Managing Consultant at Idea M Innovation, Design and Marketing Consultancy as well as the President of Prism Gallery.

Ms. Tantoco has over 30 years of solid multi-brand and multi-country Marketing and General Management experience from various local and multinational companies such as Procter & Gamble, PepsiCo, SC Johnson & Son, Inc., Jollibee Foods Corporation, Century Pacific Food, Inc. and Pfizer Consumer Healthcare. Throughout her career, she received various marketing and innovation awards and for outstanding advertising and public relations campaigns for the brands she worked on.

She graduated from the University of the Philippines with a Bachelor of Science degree in Business Administration (Magna Cum Laude) and units towards a Bachelor of Fine Arts, Major in Industrial Design degree. She also received a Master of Business Administration degree from the same university where she graduated Salutatorian of the class.

RESOURCE PERSON



**ANTONIO KENT M.
VALDERRAMA**

Mr. Antonio Kent M. Valderrama started his professional career in the practice of Logistics and Supply Chain Management in 1984.

He is currently involved with the following companies and organizations; Vice Chairman of Bizsolv Asia, Board of Director of Bilistics Inc., Management Consultant of Macrolite and the iSteel Corporations. He is the Program Director, Supply Chain Management of the Ateneo Graduate School of Business' Center for Continuing Education and conducts regular courses in Supply Chain Management also at the Continuing Education programs of De La Salle's College of St. Benilde and San Beda College Alabang.

He is a Board of Trustee of the Society of Fellows for Supply Management Foundation (SOFSM), the foundation arm of the Philippine Institute for Supply Management (PISM).

In the past, he has held various Corporate positions in the following companies. He was the Logistics Director of Jollibee Foods Corporation, Vice President, Warehouse and Distribution Division of GeoLogistics Corporation, currently Agility Logistics, Director for Operations and Logistics of Shaklee Philippines and Logistics Manager of San Miguel Corporation's Metal Packaging Business.

He is an Industrial Management Engineering, minor in Mechanical Engineering graduate of the De La Salle University. He took his Management Development Program at the Asian Institute of Management. He is a Certified Purchasing Manager (C.P.M) from the Institute for Supply Management and a Diplomate in Supply Management from the PISM. He is also the Philippine Country representative to the Supply Chain Asia organization based in Singapore.

LEADERSHIP + MANAGEMENT DEVELOPMENT PROGRAM

PROGRAM DETAILS

Schedule via ZOOM:

February 2 - May 28, 2022
Wednesdays and Thursdays
5:00 pm - 9:00 pm
Saturdays
8:00 am - 12:30 pm

PROGRAM FEE

Php 117,000.00 (*Early Eagle Rate until January 19*)
Php 130,000.00 (*Regular Rate*)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Attendance
- Printed Diploma

REGISTER NOW!

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TO REGISTER



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