

1MBA

Masters in Business Administration

The MBA program is designed to ensure that learners acquire a developmental appreciation of the administration of the organization's resources and broaden the understanding of the management functions while considering the evolving environment.

With 'Blended' education, the MBA adopts the 'Flipped' strategy. The latter provides that homeworks are done in classrooms while lessons are studied in the in the COMFORTS of the student's home. As such, notes and educational materials are provided and presented in such a way that even without the physical guidance of the teacher, the intended lessons are learned. This 1990s educational pedagogy reverses the traditional learning environment. Currently, some parts of the 'flipped' education strategy had been adopted in the home schooling and home-study programs of DEPED and CHED.

The MBA program is designed to follow a similar track delivering education in a non-traditional way and turning a negative concept into a positive use and broaden THEIR understanding of THE IMMENSE POSITIVE IMPACT OF CORRECT 'PLANNING,' RELEVANT 'ORGANIZING,' EFFICIENT 'STAFFING,' CAREFUL 'IMPLEMENTING,' 'MONITORING' AND 'EVALUATING' IN PRODUCING CHAMPIONS AND SETTING UP MILESTONES AROUND THE EVOLVING ENVIRONMENT.

Its pedagogical system covers the following strategies:

1. All courses/subjects are delivered through short, lucidly, logical, and visually clear Principles, Models, Tools, and Structure (PMTS) framework;
2. Learners will have the whole 'package' - a strong grasp of management Principles, corresponding management Models, appropriate management Tools and sustainable management Structures throughout the duration of the program. On top of these, EIGHT adjunct researches with masters and doctorate degrees will serve as active co-data; gatherer and co-data analysts in the student's thesis writing
3. insights and lessons are to be learned by repeatedly highlighting patterns and trends in the presentation and analyses of cases (one case to another); and
4. continuous and regular pockets of supplementary lessons are delivered in a creative way using technology and its advancement.



ABOUT THE PROGRAM

The program is tailor-made to fit the busy schedules of leaders, which minimizes your time away from work and family. Our distinguished faculty comprises of top calibre professors who are trained at world-renowned academic institutions and have extensive research experience. You will gain cutting-edge ideas and skills through access to local and global case studies and will provide you opportunities to add more value to your organization and accelerate your next career move!

POWERFUL SET OF LECTURERS

For this enhanced quartersem one-year MBA program, we have secured **EIGHT** resource speakers from the Asian Institute of Management, **EIGHT** MBA/MDM graduates from the same institute who are industry practioners, as well as **EIGHT** professors bearing doctoral degrees in different management fields, who will guide and assist the students throughout the duration of the program.



ADMISSION REQUIREMENTS

- Transcript of Records (original & photocopy)
- 2 photocopies of NSO Birth Certificate
- 2 recommendation letters
- 2 photocopies of Marriage Contract (for married females)
- 2 pcs. 2x2 pictures 2 pcs.

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Calamba City, Laguna 4027

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Facebook Page: I am Letran
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course description

Strategic Leadership & Management

This course covers four major areas: management, leadership, strategic management and strategic leadership. The area on management deals with matching the six fundamental functions of management against various product and service industries, such as hospitals, hotels, schools, church, retail, etc. The area on leadership explores the different types of leadership as well as their application by individuals in various fields, industries and era. The areas of strategic management and strategic leadership relates the science of strategy in the activities of managing and leading.

Operations Management

The course covers four major areas: supply chain, error proofing, logistics, and customer experience. The area on 'supply chain' focuses on delivery - ensuring that inputs turn to outputs in an effective and efficient manner through a careful study of cycle times, bullwhip effect, lean management, process and productivity improvement, etc. The area on 'error proofing' studies the continuous process of reducing or eliminating errors, be it human related or otherwise. The area on 'logistics' and customer experience emphasize the careful and considered use of resources, as well as cost-effectiveness, to ensure that outputs fit the expectations of the customer/s, thereby improving the customer experience.

Management Consulting

The course expects the student to produce a thorough environmental scanning of the organization/unit in which they belong.

Total Quality Management

The course will lead the students to develop a manual of operations, policies and processes in the unit/organization they are connected in/ with (a quality management system, guided by the ISO 9001).

Financial and Investment Management

The course concentrates on fourteen major areas: Consumer Behavior; Marketing Strategies; Customer Acquisition, Retention, Loyalty; Branding; Advertising; Digital Marketing; Social Marketing; Integrated Marketing Communication; Marketing Analytics; Strategic Marketing; Sales Management; Service Marketing; B2B Marketing; and B2C Marketing

Marketing Management

The course concentrates on fourteen major areas: Consumer Behavior; Marketing Strategies; Customer Acquisition, Retention, Loyalty; Branding; Advertising; Digital Marketing; Social Marketing; Integrated

GUEST RESOURCE SPEAKERS FROM AIM

Nihal Amerasinghe, PhD
Ma. Nieves R. Confessor, MBA
Fernando Martin Roxas, DBA
Antonio Perez, MBA
Vic Limlingan, DBA

University of Ceylon (Sri Lanka), University of London, Asian Institute of Management
Harvard, Ateneo, Asian Institute of Management
Asian Institute of Technology (Thailand), De La Salle, Asian Institute of Management
UCLA, UP, Asian Institute of Management
Harvard, Ateneo, Asian Institute of Management

GUEST RESOURCE SPEAKERS WHO ARE AIM GRADUATES

Hilda Cleofe, MDM
Joyce Gonzaga, MDM
Max Ventura, MDM
Harining Mardiyuki, MDM
Joanne Gonzales, MDM
Eric Elnar, MDM
Edwin Lao, O.P., MM
Arthur B. Dingel, O.P., MA, MDM

UP, Asian Institute of Management
Ateneo, Asian Institute of Management
La Salle, Asian Institute of Management
Jakarta University, Asian Institute of Management
Ateneo, Asian Institute of Management
UP, Asian Institute of Management
Asian Institute of Management, University of Sto. Tomas
UP, Asian Institute of Management

ADJUNCT FACULTY

Zandra N. Maningas, PhD
Roberto Revilla, PhD
Simplicio Alba, PhD
Maria Cristina Caymo, CPA PhD
Corzaon Rebong, PhD
Maria Milagrosa M. Ocenar, PhD
John Jesus Meneses, PhD
Maria Victoria Rosas, PhD

Quality Management, Process Management, and Human Resource Management
Research and Communication
Education, Curriculum, and Management
Entrepreneurship, Accounting, and Financial Management
Information Technology Management
Education, Research
Statistics, Education
Economics, Resource Management and Marketing

Marketing Communication; Marketing Analytics; Strategic Marketing; Sales Management; Service Marketing; B2B Marketing; and B2C Marketing,

Social Responsibility & Good Governance

The course covers three major themes: (1) the societal demands, (2) the economic and environmental impact of product and service industries, and (3) the social role and mandate of individuals, institution, units and organization in achieving equitable and accountable systems of governance. The course discusses lengthily the maximization of the positive benefits that specific business endeavors bring to the society and the environmental as well as the minimization of the harmful impacts of irresponsible business undertaking

Organizational Communication

The course covers two major areas: organization and communication. The area on communication deals with the patterns, networks, direction and flow of communication as well as its functions in the completion of the unit's (organization, institution, industry) objectives. The area on organization matches the most fit types of communication system against specific units.

Managerial Accounting

The course aims at developing in the learner the highest capability of quantitatively expressing the business's plan of operation in order to aid managers within the organization to make decisions which considers both the financial aspects and the management of it. It encompasses business operation metrics, costs of products/services, purchasing, budgets, etc.

Entrepreneurship & Business Innovation

The course aims to develop in the student the knowledge, skills and attitude in pursuing and sustaining entrepreneurship, social entrepreneurship designed for non-government organization and management innovation

Theories & Principles of Research w/ Statistics

The output of this course is the submission of a rapid area assessment (RAA) that would lead to a thesis