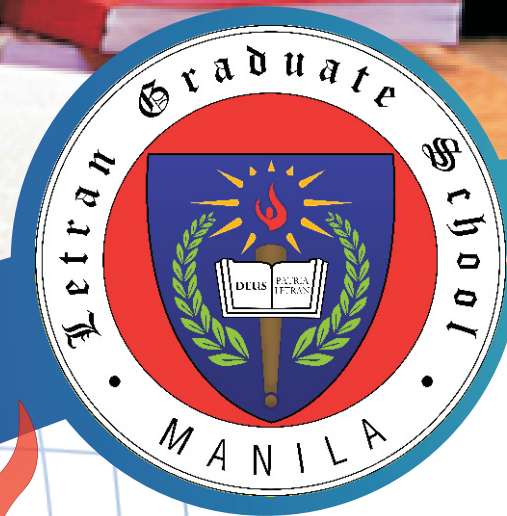




Colegio de San Juan de Letran
INTRAMUROS, MANILA
5277693-97 / 5250752



ETHICAL • GLOBAL • LEADERS

inside front

The **Letran Graduate School** provides post baccalaureate education in the fields of Management, Business Administration, Strategy and Entrepreneurship to workplace-based professionals and experience-rooted learners. As a school for professional studies, the LGS takes pride in its faculty members who are imbued with a strong sense of academic mission that is enhanced by their depth of industry exposure and disciplinal grounding.

A Historical Overview



In 1974, Director P. Ramon C. Reyes established the Graduate School for Business Administration with only the Master in Business Administration Program (MBA) as the department's initial program offering. Meanwhile, Dean Theodoro T. Abrigo, in 1980, instituted the Master in Business Administration Special Management Program (MBA SMP), a first-rate graduate program designed solely for the business executives, managers and leaders.

Subsequently, the Doctor of Business Administration (DBA) was launched in 1995 under Dean Perfecto Panuelos with the aim of intensifying the theoretical knowledge of MBA graduates and further sharpen their managerial and leadership skills.

For over 40 years, distinguished university professors and well-known industry practitioners have become part of the teaching and learning history of the Letran Graduate School. Likewise, its dynamic academic set-up and serene campus have been home to many individuals who have risen to important work positions and professional recognitions.

The Academic Programs

Designed to accommodate an individual's educational goals and career direction, the Letran Graduate School offers the following Programs:

1. MBA Standard with thesis (recent graduates are accepted in this program of 30-units Coursework and 3+3 units of Thesis Writing and Defense which is equivalent to 36 units)*
2. MBA Standard with Strategic Management (recent graduates are accepted in this non-thesis program of 36 units of Coursework and 3 units of Integrating course with Defense which is equivalent to 39 units)*
3. MBA Special Management Program is re-introduced as a first-rate, intensive, modular-type, stand-alone certificate and seminar-designed program for business executives, managers, senior educators, seasoned academic administrators, entrepreneurs, individuals in leadership capacity and those preparing for high level administrative assignments (consists of 36 units of Coursework equivalence and 3 units of Integrating course requirement called Business Project Paper)
4. Doctor of Business Administration, with focus on either Management Consultancy or Educational Leadership direction (qualification for application is any Masters Degree in a related field)**

*Non-business Administration (or its related disciplines) baccalaureate degree holder applicants must take the 12-units Diploma in Business Administration.

** Non-business Administration (or its related disciplines) Masters degree holder applicants must take the 12-units Diploma in Business Administration with the courses namely; Principles of Marketing, Principles of Economics, Accounting and Finance, Principles of Management and Principles of Human Resource Management.

The Graduate School Schedule

The Letran Graduate School operates in a 3-term cycle. Regular classes are scheduled in 4 sessions every Saturday (8-11, 11-2, 2-5, 5-8) and on weekdays (Thursdays and Fridays) 6-9pm. The Certificate Courses and some course of the MBASMP may from time to time run on a full weekend or on 3 consecutive week day schedule.

Certificate Courses

The Letran Graduate School with its thrust of continuing professional education also provides Certificate Programs to practitioners, some of which are credited courses in the new MBA Special Management Program such as:

- 1. Risk Management** (with the Institute of Internal Auditors, Phils.) - **2 days**
- 2. Portfolio Management and Stock Market** (with Philippine Stock Exchange Education unit) - **2 days**
- 3. Personal Financial Wellness** (with the Kaufmann Institute, USA Fast track Certified Professionals) - **1 day**
- 4. Power Speaking and Technical Writing** (with Training Vision, Inc. Singapore) - **2 days**
- 5. Presentation Skills for Marketing Effectiveness** (with School of Business Management, Institut Teknologi Bandung and MarkPlus, Inc., Indonesia) - **2 days**
- 6. Cross-cultural Business Skills** (with East West Center, University of Hawaii) - **2 days**
- 7. Strategic Management** (with Singapore Management University) - **3 days**
- 8. Project Management** (with Project Management Institute Malaysia) - **3 days**
- 9. Business Opportunity Seeking and Basic Entrepreneurship** (with Young Entrepreneurs' Society – Phils.) - **1 day**
- 10. Computer Literacy: Basic, Intermediate and Advance** (with Microsoft Registered Experts) - **1 – 3 days**
- 11. English as a Foreign Language** (may be business program-directed; with TESOL certified expert) - **30 days**
- 12. Entrepreneurship Education Professional – Asia Certification** (with SEAMEO-RETRAC, Vietnam and Entrepreneurship Educators' Association the Phils, Inc.) - **1 week**

**Particulars of the certificate course offerings are available upon request.*

Other Corporate Services:

- 1. Team Building Facilitation**
- 2. Strategic Planning Facilitation**
- 3. Visioning Workshop**
- 4. Values and Business Philosophy Retreats**
- 5. Event Management**
- 6. Business Analytics**
- 7. Market Research and Business Development**
- 8. Training Curriculum Development**
- 9. Other corporate researches**

The Mentors and Learning Partners



At the Letran Graduate School, you can earn your higher degree with our focused and practice-based curricula in courses that are facilitated by passionate educators and expert practitioners.

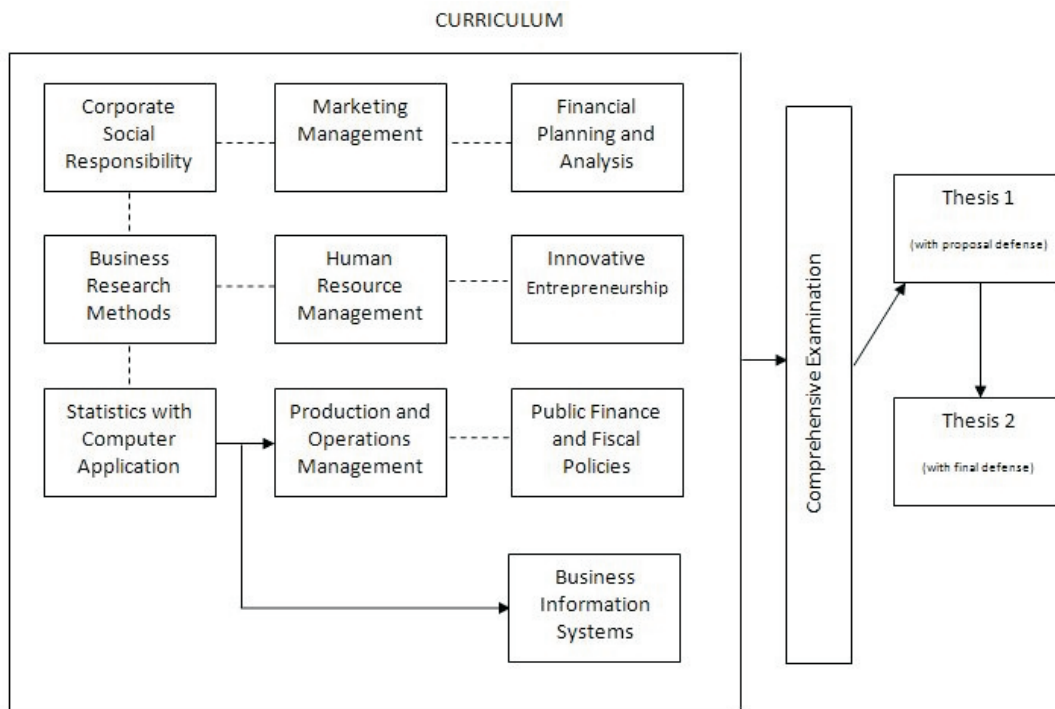
The Graduate School Program's Curriculum Map



Master in Business Administration (Standard with Thesis)

3 Foundation Courses (9 units)	Corporate Social Responsibility	3
	Business Research Methods	3
	Statistics w/ Computer Application	3
3 Core Courses (9 units)	Marketing Management	3
	Human Resource Management	3
	Production and Operations Management	3
4 Specialization Courses (12 units)	Financial Planning and Analysis	3
	Innovative Entrepreneurship	3
	Public Finance and Fiscal Policies	3
	Business Information Systems	3
Thesis Writing (6 units)	Thesis 1	3
	Thesis 2	3

TOTAL 36 units

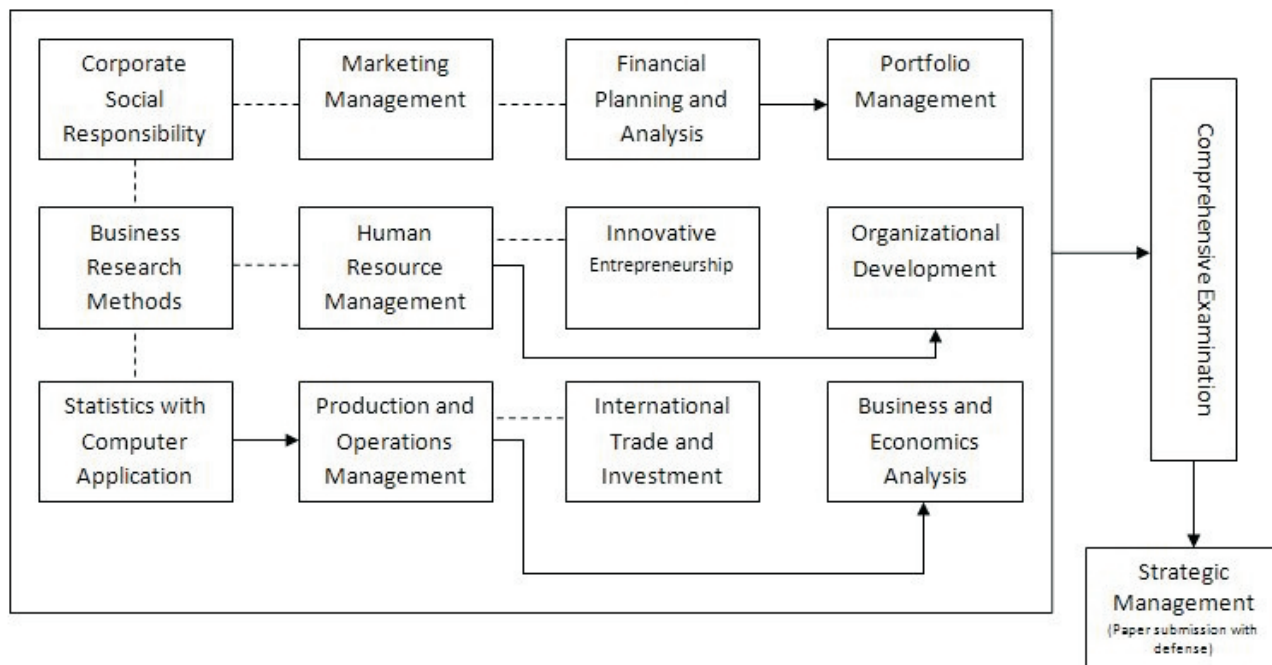


**Master in Business Administration
(Standard with Strategic Management Paper)**

3 Foundation Courses (9 units)	Corporate Social Responsibility	3
	Business Research Methods	3
	Statistics w/ Computer Application	3
3 Core Courses (9 units)	Marketing Management	3
	Human Resource Management	3
	Production and Operations Management	3
4 Specialization Courses (12 units)	Financial Planning and Analysis	3
	Innovative Entrepreneurship	3
	International Trade and Investment	3
	Portfolio Management	3
	Business and Economics Analysis	3
	Organizational Development	3
Integrating Course (3 units)	Strategic Management	3

TOTAL 39 units

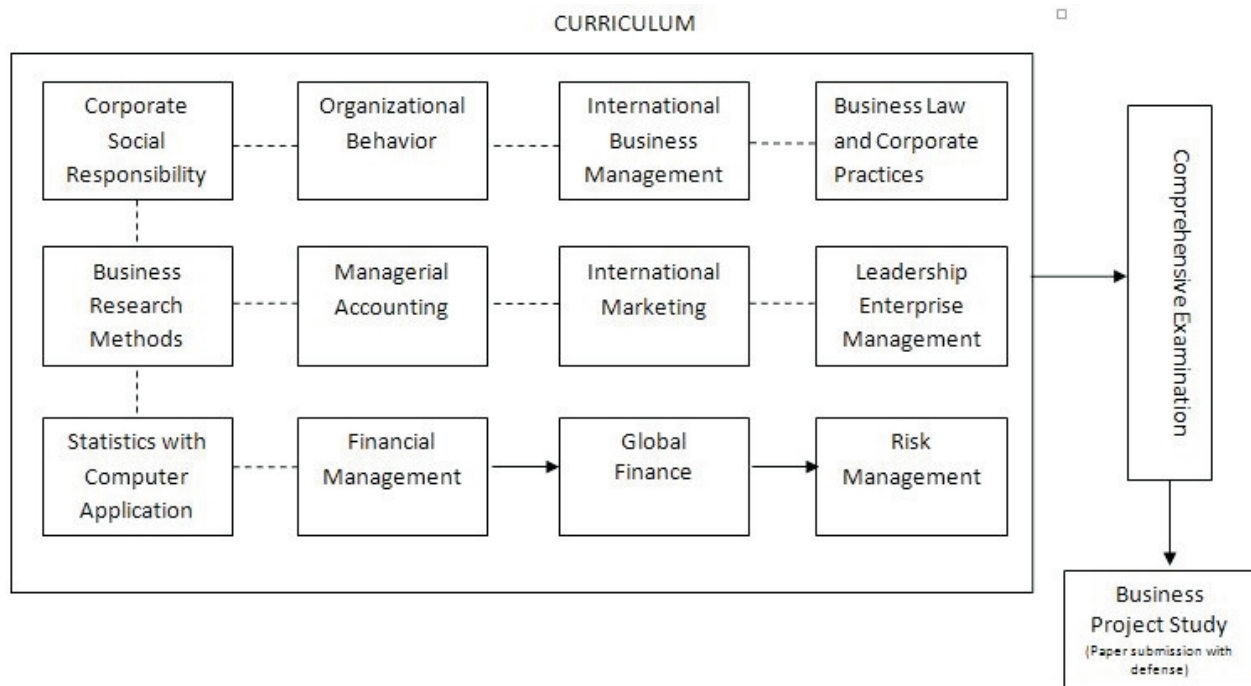
CURRICULUM



**Master in Business Administration Special Management Program
(MBA SMP with Business Project Study)**

3 Foundation Courses (9 units)	Corporate Social Responsibility	3
	Business Research Methods	3
	Statistics w/ Computer Application	3
3 Core Courses (9 units)	Organizational Behavior	3
	Managerial Accounting	3
	Financial Management	3
6 Specialization Courses (18 units)	International Business Management	3
	International Marketing	3
	Global Finance	3
	Risk Management	3
	Leadership Enterprise Management	3
	Business Law and Corporate Practices	3
1 Integrating Course (3 units)	Business Project Study	3

TOTAL 39 units

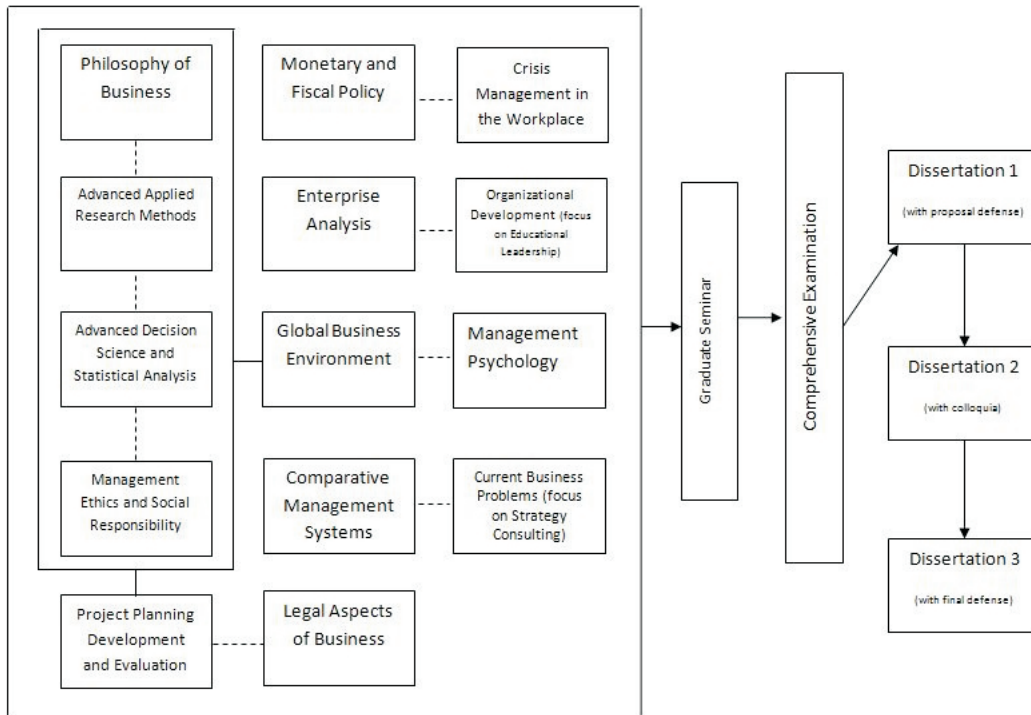


Doctor of Business Administration

4 Core courses (12 units)	Philosophy of Business	3
	Advanced Applied Research Methods	3
	Advanced Decision Science and Statistical Analysis	3
	Management Ethics and Social Responsibility	3
Major Courses and Cognates (33 units)	Project Planning Development and Evaluation	3
	Monetary and Fiscal Policy	3
	Enterprise Analysis	3
	Global Business Environment	3
	Comparative Management Systems	3
	Legal Aspects of Business	3
	Crisis Management in the Workplace	3
	Organizational Development (focus on Educational Leadership)	3
	Management Psychology	3
	Current Business Problems (focus on Strategy Consulting)	3
Graduate Seminar	3	
Dissertation Writing (12 units)	Dissertation 1	3
	Dissertation 2	3
	Dissertation 3	6
TOTAL		57 UNITS

**Alternative Major Courses and Cognates: Strategic Management; Risk Management; Comparative Banking System; Consumer Behavior and Advertising, Human Resource Management

CURRICULUM



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Colegio de San Juan de Letran

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