



ATENEUM DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS

Memo to : AGSB Community

Memo from : (sgd.) Jowett Cecilio F. Magsaysay, MBA, PhD
Dean

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Subject : Change in nomenclature from MBA Program to MBA Program Tracks
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To start in the coming school year 2025-2026, we are changing the nomenclature for how we call the different variants of the MBA program offered by AGSB.

The Program is MBA. The variants are Tracks of the MBA Program.

MBA Standard track
MBA Middle Managers track
Ateneo-Regis MBA track
MBA in Health track

This is just a nomenclature change that will not affect the value, recognition, content, and outcome. Indeed, all graduates receive a common diploma that says, "Master in Business Administration."

This nomenclature is now reflected in the AGSB website. In addition, the page for each MBA track now carries the Program Learning Outcomes for the MBA degree program, in general, and the Track Learning Outcomes for the MBA track, in particular. Each course communicates the corresponding Course Learning Outcomes. In combination, these all reinforce the principle of outcome-based education. This guides how faculty members design the courses and what students can expect in terms of learning outcomes.

Please be guided accordingly.