

UA&P

UNIVERSITY OF ASIA
AND THE PACIFIC

STRATEGIC BUSINESS ECONOMICS PROGRAM

SBEP – Your Executive Edge

MORE THAN AN MBA

The Strategic Business Economics Program (SBEP) is exclusive for senior leaders in both the corporate and public sectors — C-suite executives and top government officials entrusted with shaping and executing the strategic direction and governing policies of their organizations and institutions.

THE PROGRAM

The Strategic Business Economics Program is UA&P’s flagship executive education program designed for business leaders, entrepreneurs, senior professionals, and public-sector decision-makers. By integrating rigorous economic analysis with practical management perspectives, SBEP equips leaders to navigate complexity, identify opportunities, and make sound strategic decisions.

To achieve this, SBEP offers two executive program pathways: the **Master in Business Economics (MBE)** and the **Certificate in Business Economics (CBE)**. Through these programs, participants develop a deeper understanding of markets, strategy, and the economic forces shaping organizations, industries, and societies, enabling them to lead with greater insight and impact.

Core Focus Areas

- Macro-to-Micro Insights: Master global, regional, and local economic trends that impact business
- Future-Proofing: Learn to lead through AI, digital transformation, and knowledge-driven markets
- Holistic Leadership: Focus on strategic thinking and governance, human capital, and the common good

Program Delivery and Certification

- Duration: 11-month hybrid program tailored for busy executives (from August to June); Inclusive of 2 out of town conferences (local and international: Asia/Europe)
- Venue: UA&P-Manila (every 2nd weekend of the month) or UA&P-Cebu (every 4th weekend of the month)
- Faculty: Delivered by distinguished UA&P professors, industry captains and business experts
- Accreditation: Recognized by CHED as a full graduate degree program (MBE)

The Power of the Network

- Join a community of over 1,900 alumni from 26 countries. Our diverse base – across top corporations, government, and professional sectors – enables high-level exchange and networking.
- Connect with key government officials and business leaders at exclusive ‘kapihan’ sessions and alumni events.

UNLOCK
INSIGHTS THAT
RESHAPE HOW
YOU THINK

Strategic Vision
Business for the Common Good
Strong Economics Foundation
Personal Development Program



THE CURRICULUM

Upon completion of our premier program, you'll rejoin your organization revitalized and armed with actionable strategies and innovative ideas to lead in a dynamic business environment.

- Economics of a Nation
- Macroeconomic Policy and Practice
- Economic Forecasting for Business Impact
- Economics of a Firm
- Competitive Positioning and Strategy
- International Economics and Competition Policy
- Strategic Finance
- Strategic Marketing and AI Applications
- Strategic Thinking and Management
- Strategic Leadership and Talent Development
- Program Synthesis and Integration

THE FACULTY

- Dr. Bernardo M. Villegas**, PhD in Economics, Harvard University
Dr. Victor A. Abola, PhD in Development Management, University of Asia and the Pacific
Dr. Danilo J. Mojica II, PhD in Leadership Studies, Ateneo de Manila University
Dr. Peter Lee U, PhD in Economics, Purdue University
Dr. George N. Manzano, PhD in Economics, University of South Wales
Dr. Winston Conrad B. Padojinog, Doctor of Business Administration, De La Salle University
Dr. Thomas G. Aquino, PhD in Management, IESE Business School, University of Navarra
Dr. Enrico L. Basilio, PhD in Public Administration, University of the Philippines
Dr. Ceferino S. Rodolfo, PhD in Public Administration, University of the Philippines
Dr. Maria Cherrylyn S. Rodolfo, PhD in Economics, Ateneo de Manila University
Dr. Susan E. Cornelio, PhD in Human Resource Management, University of Santo Tomas
Fr. Edgar F. Soria, Doctor of Canon Law, University of Navarra
Mr. Ronilo M. Balbieran, MS in Industrial Economics, University of Asia and the Pacific & PhD Candidate in Urban and Regional Planning, University of the Philippines
Mr. Daniel D. Camacho, Master in Management, Northwestern University
Ms. Rosanna S. Javier, Master in Business Administration, University of the Philippines
Mr. Carlo A. Subido, Master in Business Economics, University of Asia and the Pacific
Mr. Francis Javier P. Bonoan, MBA from the MIT Sloan School of Management
Mr. Raoul A. Villegas, MBA in Finance, Northwestern University
Mr. John Clifford M. Eala, Master in Philosophy, University of Navarra & MBA, Ateneo de Manila University
Mr. Colin L. Hubo, MA in Education, University of Asia and the Pacific & Master in Sociology, University of the Philippines

THE WELLSPRING

The Strategic Business Economics Program shapes more than exceptional executives. It forms the whole person — intellect, character, and purpose — anchored in the pursuit of the common good. This commitment to personal development reflects the spirit of UA&P, whose spiritual formation is entrusted to Opus Dei, a personal prelature of the Catholic Church.

"Unlike a traditional MBA, the SBEP provided **advanced analytical tools** to understand how an economy functions, interpret market trends, and forecast demand. The program equipped me with a **"specialist" edge**, allowing me to use **data-driven insights** to solve complex organizational problems and make high-stakes decisions with precision."

– **MR. JANUARIO JESUS GREGORIO B. ATENCIO III**, *Chairman and CEO, Januarius Holdings Inc.*

"The program **strengthened my foundation in economic thinking** and broadened the way I view business and policy decisions... learning alongside a **cohort of distinguished executives** also enriched the experience—our discussions encouraged deeper thinking."

– **MS. JOCELYN C. DY JUANCO**, *Director of Marketing, Lucerne Group of Companies*

"My SBEP experience was both enriching and **highly practical**. I am very grateful for the opportunity to **expand my perspective**, engage with fellow executives in the Philippines and abroad, and explore new possibilities for business growth, many of which I have since **applied in my own businesses**."

– **MR. DANIEL M. MORAN**, *President & CEO, Amici Foodservice Ventures, Inc.*

"SBEP seamlessly integrates economics with business practices, **enhancing my strategic thinking and governance**. The program equipped me to tackle global challenges with **confidence and integrity**—I highly recommend it to anyone looking to become a **purposeful leader**."

– **ATTY. ALLESANDRA FAY V. ALBARICO**,
Dean of the School of Politics and Governance, UA&P

"SBEP sharpened my **judgment, confidence, and perspective** in navigating uncertainty. It is a formative platform for executives entrusted to **lead change and shape the future of their institutions**."

– **MR. CARLO ENRICO B. LAZATIN**, *President & CEO, DES Financing Corporation*



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