

<b>Name of Extension/Public Service</b> (The name of the service being offered)	Short Course on Strategic Planning and Management
<b>Objective</b> (Description of the service being provided; History of service provision)	This course is designed to provide health managers, administrators, health care providers, human resource personnel, teachers, and other health advocates the basic concepts, principles, and practical skills in strategic management and planning. It intends to highlight the participant's skills in strategic analysis, particularly the planning aspect of strategic management.
<b>Duration/Date</b>	Five days, scheduled on July 10-14, 2017
<b>Target Beneficiaries</b>	Medical and paramedical staff, managers, administrators, providers, human resource personnel, teachers, researchers, and people involved in or with interest in strategic planning and management
<b>Cost of Participation</b>	PhP 12,000 per participant
<b>Office in Charge</b>	UP Manila College of Public Health Department of Health Policy and Administration
<b>Office Profile</b> <b>Degree granting or non-degree granting</b> <b>Purpose of creation</b> <b>Location in the hierarchy</b> (Background of the office providing the service i.e. Number of personnel and Key personnel providing the service)	<p>The UPM CPH is a degree-granting unit with the Dean as its Chief Executive Officer. The Dean is assisted by the Dean's Management Team (DMT). The College has an Executive Committee, which is chaired by the Dean. It is composed of the heads of the seven departments and acts as a policymaking body. The primary services of teaching, research and extension are provided by 52 full-time faculty members, who also comprise the CPH Council.</p> <p>The College was established in June 1927 as a unit of the University of the Philippines for the training of medical officers in the Philippine Health Service.</p> <p>University of the Philippines (UP) System          University of the Philippines Manila (UPM)          College of Public Health (CPH)          Department of Health Policy and Administration</p>
<b>Awards/recognition received by the office</b> (The awards given by or received by the office offering the service, if any)	<p>Southeast Asian Ministers of Education Organization (SEAMEO) Tropical Medicine (TROPMED) Regional Centre for Public Health, Hospital Administration, Environmental and Occupational Health</p> <p>PRC-accredited Continuing Professional Development (CPD) Provider for (1) Medicine and (2) Nursing</p>



<b>Official website and Social media accounts</b> (The link to the official website of the service)	<a href="http://cph.upm.edu.ph/">http://cph.upm.edu.ph/</a> <a href="https://www.facebook.com/CPHUPM">https://www.facebook.com/CPHUPM</a> <a href="https://twitter.com/CPH_UPM">https://twitter.com/CPH_UPM</a>
<b>External links for documentation</b> (The external links featuring the service [for the electronic copy, e.g. features in newspapers etc.] )	
<b>Contact details</b> (The contact details of the head of the unit offering the service: fax, telephone, email, snail mail, map)	Prof. Fernando Garcia Jr. 625 Pedro Gil Street Ermita, Manila Tel: (632) 3104203 Telefax: (632) 5232997 E-mail: <a href="mailto:fbgarcia2@up.edu.ph">fbgarcia2@up.edu.ph</a>
<b>Other Remarks</b>	