

## **THE JOURNEY OF LYCEUM OF THE PHILIPPINES UNIVERSITY-BATANGAS TOWARDS QUALITY ASSURANCE AND INTERNATIONALIZATION OF EDUCATION**

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### **ABSTRACT**

Program accreditation in higher academic institutions serves as a quality assurance mechanism and an approach for external body to monitor the implementation of educational practices to ensure high quality outputs. Private academic institution like Lyceum of the Philippines University (LPU) – Batangas would like to ensure the quality of its products and services to be transparent in the general public through undergoing various voluntary accreditation and certification. This article deals with basic information on the initiatives and achievements of the university as manifestations of its commitment to provide quality education to the future leaders of the country and professional workforce of the world. Making the standard of education in international level provides a wider perspective of social and cultural diversity into one learning environment. Strong implementation of marketing strategies inside and outside the Philippines could give greater opportunity to encourage more foreign students to study in LPU-Batangas.

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