



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Chief Information Officer Leadership Development

Lead Digital Transformation in Your Organization

Program starts in October 2023



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OVERVIEW

Today's business environment is ever - changing and unpredictable. With so many technologies available, it is a must to correctly determine which solutions are useful for your business, positively impact customer engagement and satisfaction, and translate into tangible benefits reflected in the bottom line.

With the increased pressure for businesses to go digital, CIOs and business leaders driving their company's digital transformation must adopt four roles in the company: strategist, catalyst, technologist, and implementor. They have become the conductor of business innovation through technology and drivers of value in the digital era.

In this program, you will be immersed in the best practices and new trends of technology management and business solutions. You will learn the pillars of digital transformation, why platforms beat products, and how to make a digital business platform designed for sustainable growth and success. You will also learn how to launch, grow, and leverage the principles of open innovation for your digital business platform, as well as acquire relevant knowledge on its governance. You will be able to strategically evaluate competitors and gain a futuristic view of digital transformation across industries. Through practical exercises, you will also have an opportunity to design strategic business solutions in different scenarios using technology.

Most importantly, you will develop your leadership agility and capabilities in managing and retaining top talent responsible for driving the organization's digital transformation.

PROGRAM SCHEDULE

12 half days

Live Online

October 5, 12, 19, 26, November 9, 16, 23, December 7, 14, January 4, 11, 2024

5:30 PM to 9:00 PM

Face-to-Face On-campus

January 18, 2024

5:30 PM to 9:00 PM

(GMT+08) on all dates

PROGRAM FEE

PHP 75,990.00 or USD 1,382.00*

*The prevailing exchange rate at the date of payment may apply

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

To find out how you can participate, contact us at SEELL@aim.edu

or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at

<https://go.aim.edu/seellprogramcalendar>





PROGRAM SCHEDULE

This interactive online program provides insights and strategies for designing, monetizing, and launching a digital platform for the organization.

It aims to develop top- notch CIOs and business leaders who understand and maximize the many possible ways to drive digital transformation.

By joining the program, participants will:

- Understand the fundamentals of Digital Transformation and align its process with current business strategies.
- Gain fresh strategic insights that will boost leadership agility and speed of digital transformation.
- Gain a deeper understanding and appreciation of the latest technology trends and digital tools to drive business innovation in the company.
- Enhance their strategic thinking, ability to excellently execute plans, and ability to lead and manage a world-class IT organization
- Be able to create a roadmap for Digital Transformation strategies and initiatives for the business.
- Be able to apply learnings and best practices in day-to-day IT operations.

KEY BENEFITS

Well-Structured Program and World- Class Faculty

The online program offers a venue for high- impact learning with real - time, experiential, and interactive online sessions. Participants will learn from AIM 's world- class faculty and its network of industry leaders and practitioners.

Develop Top- Notch CIOs and Business Leaders who Drive Digital Transformation

The program will develop current and aspiring CIOs and business leaders into top- notch drivers of digital transformation who can create and lead well - designed digital transformation roadmaps for their company. It will develop strategic thinking for aligning digital transformation initiatives with the company's objectives. It will teach participants how to maximize IT investments and leverage leading- edge technologies for the company's competitive advantage.

Enhanced Leadership and Management Skills of Digital Transformation Leaders

The program enhances the participants ' capability to lead and manage a world- class IT organization. It develops people management skills for attracting, managing, and retaining top talent who are key drivers in their company's digital transformation journey.



FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
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123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu



WHAT YOU WILL LEARN

PROGRAM LEARNING CONTENT



WHO SHOULD ATTEND

Current and aspiring Chief Information Technology Officers, IT Managers, Supervisors, Specialists, Hardware Engineers, Software Programmers who want to be top-notch CIOs or IT Directors

Business Leaders and Senior Executives responsible for driving the company's digital transformation initiatives

Entrepreneurs and Business Owners who want to understand how to maximize their digital technology investments or drive technology adoption for their business





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PROGRAM FACULTY



Raul P. Rodriguez, PhD
Clinical Professor, Leadership
Academic Program Director, Executive Master in Business Administration
Asian Institute of Management

Raul P. Rodriguez is a Clinical Professor and Academic Program Director for the Executive Master in Business Administration. He has a PhD in Leadership Studies and a Bachelor of Science in Management Engineering from Ateneo de Manila University. His expertise lies in Leadership, Management, Enterprise IT Management and Organizational Development. He has been in academe as Lecturer in the Ateneo John Gokongwei School of Management, Ateneo School of Medicine and Public Health, and Enderun Colleges. He has held executive positions in various companies including Maynilad Water, SPI Technologies, ABS-CBN, Colgate-Palmolive Phil., and National Steel Corporation.



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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants Two (2) units which can be credited to the following:

- Postgraduate Certificate in Leadership and Management
- Postgraduate Certificate in Information Technology Management

*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn Two (2) units which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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