



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Management Development Program

Priming Senior Management and Executives  
for the Highest Level of Leadership

Program starts in March 2024



# Management Development Program

## Priming Senior Management and Executives for the Highest Level of Leadership

### OVERVIEW

Emerging technologies, disruptive innovation and transformational changes in today's business environment have an immense impact to organizations and their leaders. To thrive in a Volatile, Uncertain, Complex and Ambiguous (VUCA) world, companies must accelerate business agility and embrace new leadership capabilities to achieve breakthrough levels of organization performance.

The Management Development Program, an enhanced and accelerated leadership program, is tailor-fit for executives and leaders who are constantly managing change in order to lead, inspire, and transform a hyper-connected workforce. Often tagged as a full-360, non-degree mini-MBA, the program primes participating executives for self-awareness, personal mastery and transformative leadership in today's business context. The program is designed to challenge the participant's mental toughness, management cadence, big-picture thinking, insightful learning and collaborative leadership.

### PROGRAM OBJECTIVES

Through the building block approach, the progression of learning themes, modules and topics deliberately become more complex as the participant engages co-participants, faculty, peers and colleagues as learning partners. The program aims to:

- Develop and prepare participating managers and specialists with functional and business area expertise for greater and broader management and leadership responsibilities
- Deepen participants' cross-functional competencies, learning agility, and cross-border management proficiencies to survive in a VUCA world
- Hone participants' critical thinking and managerial leadership skills for crafting novel and innovative solutions, organizational renewal and engagement, and transformation corporate strategy

### KEY BENEFITS

The executive gains increased working familiarity in all functional areas of management and multi-disciplinary strategy framework needed to achieve business excellence and breakthrough levels of organization performance.

### WHO SHOULD ATTEND

The program is recommended for managers, functional leaders, specialists, entrepreneurs, and family business owners. A typical participant has at least six years working management experience.

### PROGRAM SCHEDULE

21 full days

Face-to-face On-campus, with the option for Zoom

- March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, 2024
- April 1, 2, 3, 4, 5, 8, 9, 10, 11, 12, 15, 2024
- 8:30 AM to 5:00 PM (GMT+08) on all dates

### PROGRAM FEES

PHP 199,990.00 or USD 3,636.00\*

\*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.

Alumni status will be granted upon completion of the program

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>





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## WHAT YOU WILL LEARN

MODULE A: Leading in a VUCA World and disruptive innovations

MODULE B: Metacognition: Systems Thinking, Critical Thinking, Design Thinking

MODULE C: Customer Insights Marketing

MODULE D: Service Excellence and Operations Management

MODULE E: Strategic Management and Business Model Canvas

MODULE F: Language of Business and Financial Management

MODULE G: Strategic Negotiations and Alliances

MODULE H: Leadership, Coaching & Management of Change

MODULE I: Self-Awareness and Personal Mastery

MODULE J: Leadership Agility: The Road to CEO

MODULE K: Business Management Simulation

MODULE L: MDP Culmination Activity and Executive Coaching- Environmental Analysis



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management

Eugenio Lopez Foundation Building, Joseph R. McMicking Campus

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## Your Program Faculty



Alberto G. Mateo, Jr.  
Clinical Professor  
Asian Institute of Management

Professor Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions.

He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



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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 Post-Graduate 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 Eight (8) units which can be credited to the Postgraduate Certificate in Management Development.

Participants will also earn Eight (8) 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](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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