



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Strategic Project Design and Management

Design and Manage Projects that Deliver
on your Long-term Business Goals

Program starts in March 2024



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OVERVIEW

In today's environment of disruptive innovations, Strategic Project Management provides companies with a proven management framework to align the established strategic projects and priorities with the company's vision and competitive value proposition. The Strategic Project Management Online Program will create the necessary link in the analysis, choice, and implementation of these project priorities.

Thinking in terms of strategic project management is critical for companies to optimize the organizational impact of these initiatives. This course covers concepts that make the project management process completer and more strategic by extending the design and management framework to include:

- Preparatory steps leading to hard decisions on project identification and design
- Beyond immediate project outputs, the project's medium-to-long-term results and sustainability

PROGRAM OBJECTIVES

At the end of the program, participants should be able to:

- Develop and use a Strategic Design and Management Framework that starts with the situation and stakeholder analysis, incorporates change management, and ends with critical evaluation of project results
- Identify strategic alternatives for achieving project objectives
- Transform chosen alternatives into a project design specifying project results and their strategic impacts
- Drive the innovation, automation, and continuous process improvement project priorities of their company

WHAT YOU WILL LEARN

- The Design and Management Framework for project development
- Problem/Opportunities analysis leading to identifying strategic projects
- Developing results chains
- Aligning project outputs (the WHAT) to project outcomes (the WHY)
- Developing project performance metrics
- Assessing risks that threaten project outputs and outcomes

PROGRAM SCHEDULE

March 25, 27, April 1, 5, 8, 2024
1:30 PM to 5:00 PM

PROGRAM FORMAT

Delivered online via Zoom

PROGRAM FEE

PHP 25,990.00 or USD 473.00*

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

YOUR PROGRAM FACULTY



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

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>





KEY BENEFITS

- Identification of the stakeholders in a problem situation
- Organizing a problem situation into a cause and effect analysis
- Converting problems into objectives
- Defining the purpose of projects and the outcome you would like projects to result to
- Aligning project objectives to the organization's strategic goals
- Establishing the feasibility and desirability of projects.
- Development of metrics to assess project success
- Identifying risks and developing risk response measures, especially for highly likely and high impact risks.
- Developing a dashboard by which you can monitor project success.

WHO SHOULD ATTEND

The program is recommended for executives, project managers, product developers, development consultants, IT professionals.





Your Program Faculty



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

Professor 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.



Jose Adolfo M. Mariquit
Adjunct Faculty
Asian Institute of Management

Jam Mariquit has been working in the field of competitive intelligence (CI) for over 23 years, including three years in military intelligence. A pioneer of CI around the Asia Pacific region, he established the first CI knowledge process outsourcing (KPO) company in the Philippines in 2002 and has been involved in over a thousand intelligence projects worldwide. He has served global multinational companies by supplying them with critical market, industry, company, and competitive intelligence in support of business plans, expansion programs, market entry, mergers and acquisitions, and strategy development. He has worked in Hong Kong, Singapore, Jakarta, Boston, and New York. He has also trained over 10,000 Asian executives and managers in the art and science of CI. He is an expert in strategy, intelligence, scenarios, wargames, and business consulting.





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 one (1) unit which can be credited to the following:

- Postgraduate Certificate in Strategy Management
- Postgraduate Certificate in Project Management

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

Participants will also earn one (1) unit which can be credited to the Post-Graduate 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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