



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Postgraduate Certificate in Cooperative Management

Equipping Leaders with the Skills and Knowledge to Build Stronger  
Cooperatives

Program starts in July 2023



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## OVERVIEW

The Asian Institute of Management School of Executive Education and Lifelong Learning, in partnership with the Co-operative College of the Philippines supported by the CLIMBS Life and General Insurance Cooperative, developed the first-ever program tailored for cooperative leaders, executives, and directors: the Postgraduate Certificate in Cooperative Management.

The partnership recognizes the significance of considering both present needs and the evolving landscape of work in the cooperative sector to sustain progress and unlock the full potential of an organization.

Cooperatives are distinctive organization entities that place a high value on shared economic gains, democratic decision-making, and community involvement. Effective management becomes increasingly important to a cooperative's success as it grows and expands. The Postgraduate Certificate in Cooperative Management is intended to provide cooperative officers and board members with the crucial abilities and information required to lead and oversee successful cooperative enterprises as well as to foster innovation and business model adaptation in response to shifting market conditions. As cooperatives must adapt to changes in their operating environment, pursuing new opportunities, launching new products or services, and effectively managing risk, innovation, and business model pivoting are essential elements of the program.

Participants will gain knowledge on how to create and carry out tactical strategies that are consistent with the cooperative's mission, vision, and goals. Futures thinking, fintech, customer journey and experience mapping, design thinking, entrepreneurial finance, data science and application, digital marketing, project management, strategic negotiation, self and team leadership, and managing change are just a few of the topics and key highlights that are covered in the program.

Graduates of the program will be in a good position to manage, as officers or board members, and steer a wide variety of cooperative businesses to contribute to the larger cooperative movement in the Philippines by promoting the cooperative business model and advocating for initiatives that support the expansion and development of cooperative industries.

## PROGRAM OBJECTIVES

The program aims to achieve the following learning objectives and goals:

1. Inspire the participants to develop an innovative and entrepreneurial mindset
2. Create and implement strong strategic plans that engage members and stakeholders, support the cooperative's goal and vision, and foster a spirit of creativity and ongoing business development.

## PROGRAM SCHEDULE

### Face-to-Face- On-campus

Module 1: Pivoting the Business Model  
July 24, 25, 26, 27, 28 2023  
8:30 AM to 5:00 PM

### Live Online

Module 2: Leading and Innovating Change  
August 8, 10, 15, 17, 22, 24, 29, 31, September 5,  
2023

September 7, 2023 (Business Plan Coaching)  
1:30 PM to 5:00 PM

### Face-to-Face- On-campus

Module 3: Leading the New Normal

September 18 and 19, 2023

September 20 and 21, 2023  
(Presentation of Business Plans and Graduation)  
8:30 AM to 5:00 PM  
(GMT+08) on all dates

## PROGRAM FEE

PHP 198,000.00 or USD 3,600.00\*

Inclusive of board and lodging at AIM Conference Center Manila.

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

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

## YOUR PROGRAM FACULTY



Alberto G. Mateo, Jr.  
Program Director  
Asian Institute of Management

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>

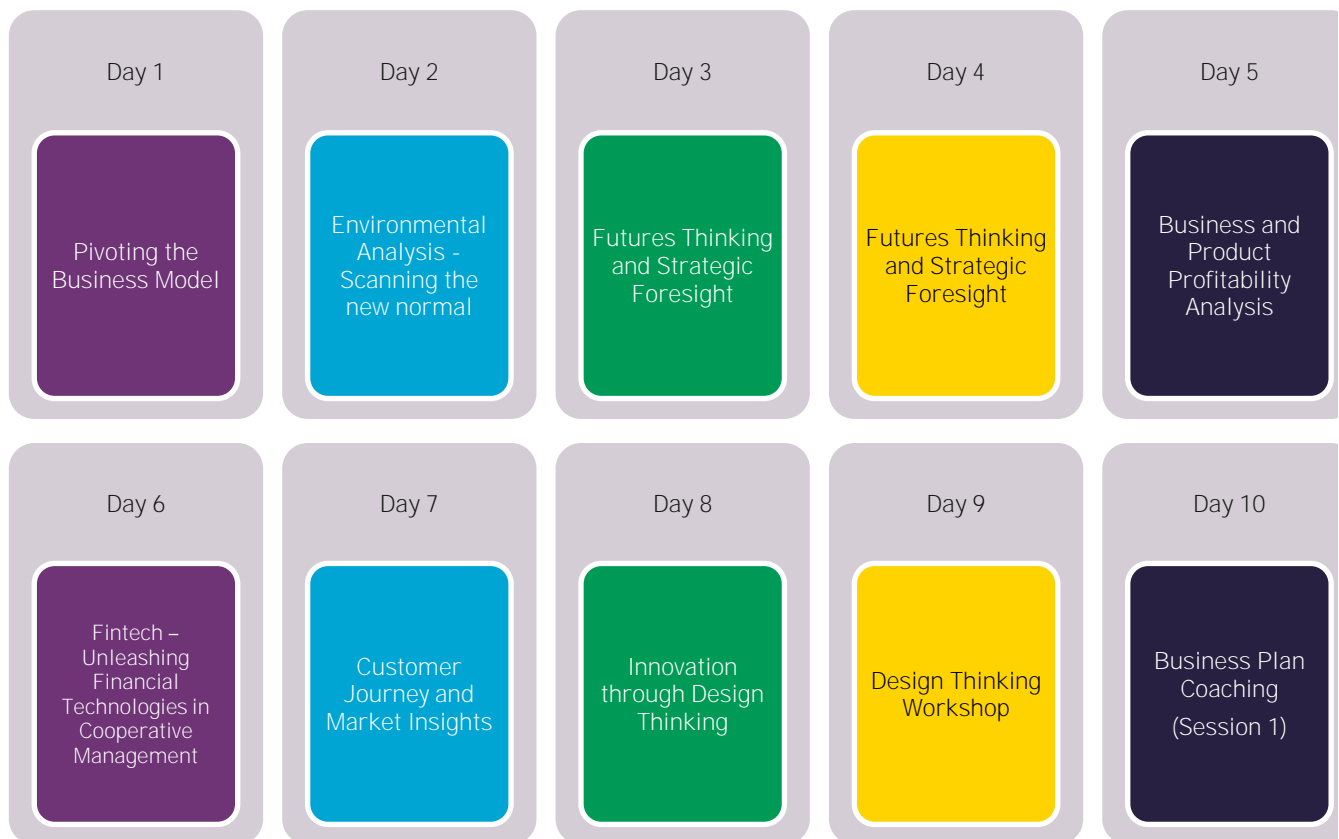


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3. By learning using agile management approaches, organizations can quickly respond to changes in the market and the competitive landscape by creating effective and agile teams, flexible organizational structures, and decision-making and innovation-supporting procedures.
4. Create a culture of innovation that emphasizes experimentation and learning by implementing design thinking approaches to discover and address customer problems, challenges, and pain points, and build new products and services that address customer demands.
5. In managing cooperative firms, create entrepreneurial finance by discovering and assessing new business and financial opportunities, developing, and overseeing budgets, and making tactical financial choices that encourage innovation and expansion.
6. Identify and seize new market opportunities, analyze data, and create marketing strategies that are consistent with cooperative ideals and encourage innovation and growth.

### WHAT YOU WILL LEARN

The program will cover the following topics that aims to develop critical skills and competencies in managing a cooperative business.



Day 11 Financial Data Science and Application	Day 12 Customer Data Science and Application	Day 13 Digital Marketing – Unleashing the Potential of Web and Social Media Platforms	Day 14 Strategic Project Management	Day 15 Strategic Project Management
Day 16 Lean Business Innovation	Day 17 Lean Business Innovation	Day 18 Change Management and Simulation	Day 19 Building a Resilient COOP Organization	Day 20 Business Plan Coaching (Session 2)
Day 21 The Emotionally Intelligent and Agile Leader	Day 22 Coaching for COOP Leaders	Day 23 Coaching for COOP Leaders	Day 24 Strategic Negotiations for COOP Leaders	Day 25 Business Plan Presentation

## WHO SHOULD ATTEND

The program is designed for officers and board of directors of any type of established cooperatives and/or business owners, social innovators, human resource practitioners who wants to establish a cooperative for their organization or business activity.

# PROGRAM FACULTY



Alberto G. Mateo, Jr.  
Clinical Professor, Finance & Leadership  
Head, School of Executive Education and Lifelong Learning  
Asian Institute of Management

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.



Masaki Mitsuhashi  
Managing Director  
Embiggen Innovation Institute

Masaki Mitsuhashi is a Certified Innovation Professional and an Innovation Master from the Global Innovation Management Institute. He graduated from the Asian Institute of Management with the degree Master of Science in Innovation and Business where he was the sole-recipient of the TEKTONIK Scholarship Award. He has worked with international and local organizations such as United Nations Environment, United Nations Development Program, United Nations Population Fund, RTI International, Ramon Magsaysay Award Foundation, PhilDev, ReBirth PH, Plan International, SEEDS Asia, iACADEMY, iACADEMY Pro, and Natalie in the Light working towards empowering communities in the Philippines, Asia and other regions.



Malik Khan Kotadia  
Adjunct Faculty  
Asian Institute of Management

Malik Khan Kotadia is one of the global thought leaders in Fintech, blockchain and digital finance. He has been recognized among the top 50 global Fintech influencers, apart from being named in the and He brings 25 years of industry, start up, consulting, and academia experience. Thus, his programs are a combination of contemporary theory, robust frameworks, and cutting-edge practical learning.

- Former global digital banker at MNC Banks: 14 years at Citibank in digital banking, digital marketing, digital transformation, and digital engagement.
- Fintech entrepreneur, advisor and mentor to governments, regulators, banks, & global Fintechs. He has worked with central banks, multilateral agencies, Fortune 500 companies, & Fintech unicorns in various countries such as in Singapore, Netherlands, Canada, Nigeria, Tokyo, etc.

- Sought after keynote speaker at leading conferences: 150+ conferences in 25 locations; addressed 50,000+ professionals
- Fintech community builder: Co-founder and Global Board Chairman at the Global Impact FinTech (GIFT) Forum, an elite Fintech think tank of Fintech and policy leaders from 70 countries.

Rafael L. Camus  
Clinical Professor, Strategy  
Asian Institute of Management



Rico Camus has 14 years of management experience in Sales and Marketing, covering various products and industries, including consumer pharmaceuticals and mobile telecommunications. As convergence became a buzzword he moved over to the media industry in 2003, to join ABS CBN Corp. He retired there after 17 years in different divisions and responsibilities, and his last post was Innovation Officer of the Innovation Consulting Group. Over four years, he worked to build a culture of innovation across the company by consulting with the operating business units. He holds an MBA from the Wharton School of the University of Pennsylvania, with a concentration in Marketing and a minor in Decision Sciences.

Marju P. Geslani  
Adjunct Faculty  
Asian Institute of Management



Marju P. Geslani is an experienced Sales and Marketing executive, entrepreneur, and educator.

He earned his MBA and Undergraduate Degrees from San Beda College and completed the Management Development Program at the Asian Institute of Management. Professor Geslani brings with him twenty-five years of progressive experience in the fields of Sales and Channel Management, Brand Marketing, Brand Operations, Trial Marketing, Trade Marketing, Shopper Marketing, and E-commerce with Multinational FMCG and Telecommunication companies.

He is currently the Customer Marketing Group Head of Nutri-Asia, Inc. Prior to joining Nutri-Asia, he was with Procter and Gamble as Country Commercial Manager of Professional Business and Brand Operations Director.

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.



Bryan Joseph Q. Santiago  
Adjunct Faculty  
Asian Institute of Management

Bryan Santiago is an Innovation, Agile, and Design Thinking Consultant with over 16 years of experience working with Fortune 500 companies, Non-profit NGOs, and local companies. Most recently, Bryan was the Innovation Officer at the ABS-CBN Corporation and Head of Special Projects at Sky Cable Corporation. Before this, he led the Innovation Consulting Capability at Hewlett-Packard Enterprise.

He is a certified Scaled Agile Framework Agilist and Design Thinking Facilitator. He completed his Bachelor of Science in Management Information Systems at the Ateneo de Manila University.



Maria Angelica B. Lleander  
Adjunct Faculty  
Asian Institute of Management

Ma. Angelica B. Lleander (Marian) is a leadership and team coach with a Professional Certified Coach credential from the International Coach Federation (ICF). She obtained her coaching training and certification from the Hudson Institute of Coaching (Santa Barbara, California) in 2012. She has been in the field of human resources development for more than 30 years, heading the country Human Resources functions of global companies such as Pfizer. She has a Master of Arts in Psychology degree from the Catholic University of America, a Master in Business Administration degree and a Bachelor of Science degree in Psychology from the University of the Philippines.



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 Five (5) units which can be credited to the following:

- Postgraduate Certificate in Cooperative Management  
\*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn Five (5) 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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