



ASIAN
INSTITUTE of
MANAGEMENT

SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Postgraduate Certificate in Business and Management Consulting

Mastering the Principles and Art of Professional Consulting
and Strategies to Build a Successful Consulting Business

Program starts in February 2024



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and Strategies to Build a Successful Consulting Business

OVERVIEW

Nearly two decades down the line, the consulting industry has developed into one of the most mature sectors in the professional services industry. At the heart of the industry is the practice of management consulting, often referred to as business consulting. The practice is defined as "advisory and/or implementation services to the senior management team of organizations to improve the effectiveness of their business strategy, organizational performance, and operational processes".

Management consultants are hired by organizations for advice on strategy and organizational matters; to develop a new strategic plan to realize business growth; advise on innovation or cost reduction strategies. The consultant is also expected to implement the proposed solutions such as improving the efficiency of business processes, implementing new IT systems, outsourcing non-core tasks, or optimizing the supply chain. As such, the consultants typically remain involved until change programs are complete and new ways of working have become part of 'business as usual' operations.

The program is poised to develop, enhance, and assist management consultants and those who are pursuing a career in consulting to gain the fundamentals and the framework for the practice of management consulting. Successful completion of the program will give the participant the privilege to apply for accreditation to AIM SEELL's roster of Professional Management Consultants (PMC). The designation implies the recognition of the consultant's necessary skills, knowledge, and experience to deliver consulting services in the best interests of their clients. The designation also signifies the consultant's adherence to the industry's high ethical standards.

PROGRAM OBJECTIVES

1. Strengthen core consulting skills, including critical thinking and problem-solving, communication, project management, and client relationship management, to effectively deliver high-quality consulting services.
2. Acquire advanced knowledge of management consulting methodologies and frameworks to address complex client challenges.
3. Learn how to work and collaborate effectively with clients and their team members maintaining ethical and professional standards in all the touchpoints of the consulting process.
4. Obtain a Postgraduate Certificate in Business Consulting as a Management Consultant, demonstrating mastery of consulting competencies and professional credentials.
5. Build a robust professional network and enhance marketability as a consultant through recognition as a certified management consultant.
6. Obtain a comprehensive consulting toolkit, including best practices, templates, and frameworks, to deliver effective and impactful consulting services to clients across industries and sectors.

PROGRAM SCHEDULE

25 half days

Live Online

- February 20, 22, 27, 29, 2024
- March 5, 7, 12, 14, 19, 21, 2024
- April 2, 4, 11, 16, 18, 23, 25, 30, 2024
- May 2, 7, 9, 14, 16, 2024
- 8:30 AM to 12:00 PM

Face-to-Face On-campus

- May 21, 2024
- 8:30 AM to 5:00 PM

(GMT+08) on all dates

PROGRAM FEE

PHP 95,990.00 or USD 1,745.00*

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

PROGRAM FACULTY



Ivy Rose D. Samson
Adjunct Faculty
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 prog calendar
<https://go.aim.edu/seellprogramcalendar>



FOR INQUIRIES:

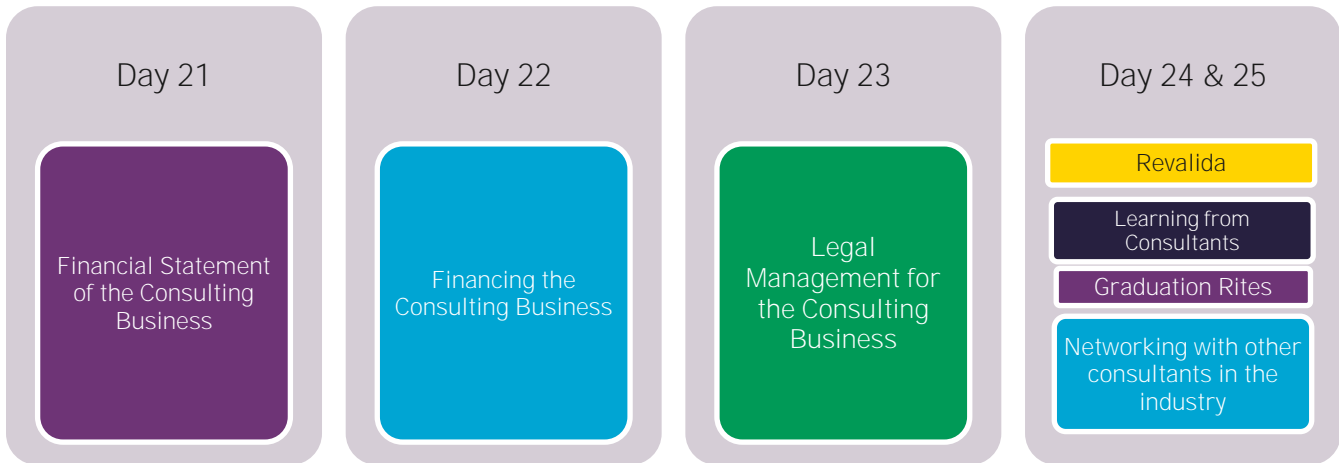
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WHAT YOU WILL LEARN

Day 1 Overview and Introduction	Day 2 The Consulting Practice	Day 3 Consulting Core Competencies	Day 4 The Emotionally Intelligent Consultant	Day 5 Strong Business Ethics: The Cornerstone of Professionalism in Consulting
Day 6 The Consultant's Toolkit	Day 7 Thinking Like Consultants	Day 8 Developing the Proposal	Day 9 Managing Projects	Day 10 Gathering Data and Diagnosing Client Situations
Day 11 Communicating to Influence	Day 12 Consultant-Client Partnership	Day 13 Interventions: Getting Clients to Change	Day 14 Facilitating Change	Day 15 The Consulting Project
Day 16 Entrepreneurship	Day 17 The Consulting Business Plan	Day 18 The Consulting Business Model Canvas	Day 19 Pricing The Consulting Service	Day 20 Consultancy Marketing





KEY BENEFITS

1. Gain knowledge of the consulting industry and the core competencies required to be a successful management consultant.
2. Understand the experiences, constraints, and issues surrounding consulting practice.
3. Learn how to define the scope of your consulting engagement, write better proposals & project plans, conduct research & gather data, identify solutions, and implement & disengage.
4. Learn how to market your practice & manage client relationships, manage your consulting practice, and maintain your competitive advantage in the marketplace.

WHO SHOULD ATTEND

This program is designed for management consultants at any stage of their consulting practice:

1. Consultants making major changes to focus their practice.
2. Consultants needing specific skills or competencies.
3. Freelance and independent advisors or contractors wanting to improve their overall consulting acumen.
4. Early-stage consultants (one to three years in practice).
5. Executives in transition who want to start a consulting career.
6. MBA students wishing to explore or pursue a management consulting career.





PROGRAM FACULTY



IVY ROSE D. SAMSON
Adjunct Faculty
Asian Institute of Management

Ivy Samson started her consulting career as a freelance and independent advisor to companies which she considered to be her natural market having been in the corporate world for more than 3 decades. During the early period of her consulting practice, Ivy also served as a facilitator, trainer, and resource speaker to different learning publics. A management consultant in the domains of human resources, business strategy, and operations,

Having gained traction in her consulting practice, Ivy is still an independent advisor working in a consultant role for client companies situated in different industries that are beyond her natural market like Bizu Groupe (food retail); Vista Residences Inc., and Crown Asia Sales Specialist, Inc. (real-estate); GiCel Marketing and Distribution Corporation (veterinary pharmaceutical); and La Cocina De Alicia (food catering services). Concurrently, she is a senior consultant at Prosluts Consulting LLP, Singapore, a global consulting firm providing professional consulting services to companies who are leaders in their industry like Proctor & Gamble, Unilever, San Miguel Purefoods, Jollibee Foods Corporation, Mondelēz International, Universal Robina, to name a few.

As a learning professional, Ivy is an accredited speaker, trainer, and educator to different learning institutions like Cutting Edge Academy, Dubai; Continuing Education for the Learning Professionals Inc.; Exponentia Konsult; Lyceum University of the Philippines, Manila.; and Development Academy of the Philippines.

A graduate of BS in Psychology at Letran and MBA from Ateneo Graduate School of Business, Ivy is a candidate for Doctor of Philosophy in Educational Leadership and Management at De La Salle University, Manila.





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 Business and Management Consulting
*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 or visit our website at <https://executiveeducation.aim.edu>



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