



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Basic Management Program

Preparing high-potential leaders for greater management roles



# Basic Management Program

Preparing high-potential leaders for greater management roles

## PROJECT OVERVIEW

The Basic Management Program is an interactive training program that will develop critical communication and leadership skills necessary to execute strategy and build trust within teams. Designed for middle-level managers, very senior supervisors and entrepreneurs, the program focuses heavily on understanding the management process, the overall functional organization of the company, and the cross-functional relationships among its units for a collaborative approach to management.

## PROGRAM OBJECTIVES

The program aims to give a detailed understanding of how the management process is executed. It aims to develop essential communication and leadership skills. Participants will also be walked through a rigorous Critical Thinking module, which aims to develop how they communicate insights and recommendations to senior management.

## KEY BENEFITS

Participants will be trained in analysis and problem-solving, experience the management process, and practice effective management skills through the participative discussion method of learning.

By attending the program, participants will be able to:

- Understand organizational functional units and relationships
- Experience the management process
- Practice effective management skills
- Develop analytical and problem-solving tools
- Enhance self-confidence
- Learn and use effective skills in communication and presentation

## WHO SHOULD ATTEND

The program is recommended for start-up business owners, individual contributors who have just been promoted as people managers, child of owners, early-career professionals, and potential management candidates. The program is likewise recommended for middle to senior executives with technical background needing further development in people management and business management skills.

## PROGRAM SCHEDULE

### LIVE ONLINE

July 7, 8, 9, 10, 11, 14, 15, 16, 17, 18, 2025  
(8:30 AM-5:00 PM)  
(GMT+08) On all Dates

### FACE-TO-FACE ON CAMPUS

- July 21, 22, 23, 24, 25, 28, 29, 30, 31, 2025
- August 1, 2025  
(8:30 AM-5:00PM)

## PROGRAM FEES

PHP 139,990.00 or USD 2,519.82\*

\*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>



## FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

## WHAT YOU WILL LEARN

**MODULE A:** Management Communications

**MODULE B:** Management Processes

**MODULE C:** Critical thinking in Business

**MODULE D:** Business Statistics

**MODULE E:** Language of Business

**MODULE F:** Managing Cost and Profits

**MODULE G:** Quality Management

**MODULE H:** Customer Service Management

**MODULE I:** Project Management

## Your Program Faculty



**Maria Eulalia M. Herrera**

Adjunct Faculty  
Asian Institute of Management

Maria Eulalia M. Herrera is an Adjunct Faculty at the Institute. She holds a Master of Arts in Learning Disabilities from the Northwestern University, USA. She also has a Bachelor of Arts in Behavioral Science from the De La Salle University Philippines. Her expertise lies in Human Capital Management. She was previously the Human Resources Manager at San Miguel Corporation and was formerly the Senior Vice President for Human Resources in Citigroup.



**FOR INQUIRIES:**

School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)



## 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 Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants **Six (6) units** which can be credited to the **Postgraduate Certificate in Basic Management**.

Participants will also earn **Six (6) 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>



#### FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)