

SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING



Your Journey to Professional Excellence



Chart your own course to professional development.

The executive programs at the Asian Institute of Management School of Executive Education and Lifelong Learning (AIM-SEELL) put you in control. Choose the focus areas that accelerate your career and cultivate the skills to drive success. With SEELL, you will experience:

World-class instruction from esteemed faculty at AIM.

Personalized learning paths for targeted development.

A diverse network of peers to inspire and support your journey.



Open Enrollment Programs Administration Chief of Staff Leadership Development Executive Assistant Development Customer Experience and Marketing Management Chief Marketing Officer Leadership Development Customer Relationship Management Fundamentals of Marketing Management Marketing Manager Development Cybersecurity and Management Cyber Security Executive Leadership Data Science and Analytics **Business Analytics** Data Science for Executives

JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY



Open Enrollment Programs Development and Crisis Management **Business Continuity Management** Crisis Leadership **Results-Based Monitoring and Evaluation** Strategic Disaster Risk Management and Leadership Finance Management Business and Financial Turnaround Strategy Planning Enterprise Risk Management Finance for Non-Finance Managers

Finance Manager Development

General Management

Basic Management Program

Management Development Program

JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	JAN	FEB	MAR	APR	MAY
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Open Enrollment Programs	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	JAN	FEB	MAR	APR
Healthcare Management											
Executive Certificate in Business Management for Medical Professionals											
Human Resource Management											
Agile HR											
Behavioral Interviewing for HR Professionals and Hiring Managers											
Chief Human Resources Officer Leadership Development											
Human Resources Manager Development											
Information Technology Management											
IT Manager Development											
Strategic IT Management for CIOs											
Innovation and Digital Transformation											
Design Thinking and Business Model Innovation											
Futures Thinking											

MAY



JUN JUL AUG SEP OCT NOV DEC JAN FEB Open Enrollment Programs Innovation and Digital Transformation Leading with Agile and Scrum Systems Thinking Leadership and People Management Championing Change: Aligning People and Organization Coaching Skills for Leaders and Managers Foundations of Management for First-Line Leaders Fundamentals of Leadership Fundamentals of People Management Persuasive and Strategic Communications for Business Leaders The Eloquent Leader The Emotionally Intelligent Leader

05

MAY

MAR

APR

Open Enrollment Programs	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	JAN	FEB	MAR	APR	MAY
Legal Innovation and Management												
Future-proofing the Legal Profession through Technology Innovation												
Innovating Policy Making for Effective Behavioral Change												
Law 2.0: Innovating Your Legal Practice												
Operations Management												
Lean Six Sigma for Business Leaders												
Lean Six Sigma Yellow Belt												
Operations Manager Development												
Project Management												
<u>Leadership in Project Management</u> <u>for Development Managers</u>												



Open Enrollment Programs

Public Administration and Governance

Authority, Institutions, Government Political Systems

Fundamentals of Public Administration

Leading and Managing Public Service Ethics Across Sectors

Managing and Measuring Performance in Public Organizations

Public Governance and Policy-Making in Networks

Sales Management

Chief Sales Officer Leadership Development

Distributor Management

Driving Sales Performance

Fundamentals of Sales

Key Account Management

Sales Manager Leadership Development

MAY	APR	MAR	FEB	JAN	DEC	NOV	ОСТ	SEP	AUG	JUL	JUN	



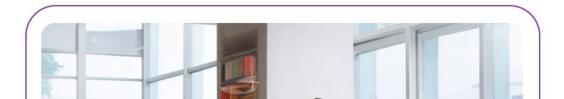
JUN JUL AUG SEP ОСТ NOV DEC JAN FEB MAR APR MAY Open Enrollment Programs Specialized Post-Graduate Certificate Programs Postgraduate Certificate in Business and Management Consulting Postgraduate Certificate in Women **Executive Leadership** Strategy Management and Business Leadership Business Leadership Corporate and Strategic Planning Critical Thinking and Decision-Making **Fundamentals of Principled Negotiations** Strategy Management for Business Leaders

In-House Programs

Our In-House Programs

allow organizations to bring our high-impact executive education directly to their teams.

Bridging the gap between our open enrollment and custom program offerings, these programs are designed for corporate and institutional clients seeking a focused learning experience tailored to their specific needs.







Benefits of our In-House Programs Delivered exclusively to your employees, each program fosters a collaborative environment where teams can address shared challenges, align on strategic goals, and build critical capabilities. While the core curriculum is based on one of our open enrollment programs, we adapt the delivery format, schedule, and emphasis areas to fit your organizational context—empowering your people to drive meaningful and lasting impact from within.

Proven and Evolving Curriculum >> Built on years of refinement for relevance and real-world impact.

Quick Deployment, No Heavy Lifting >>

Skip lengthy development cycles with ready-to-deliver programs tailored to your needs.

Aligned Teams, Consistent Results >>

Foster a shared language, enable benchmarking, and preserve institutional knowledge—creating a strong foundation for long-term organizational growth.

10



Partnership Programs Artificial Intelligence and Machine Learning Al Business Practitioner TRAITS Prompt Engineering Banking and Finance Treasury Certification Program Business Management ASIAN INSTITUTE of MANAGEMENT Postgraduate Certificate in Startup Business Management AIM-DADO BANATAO INCUBATOR

Postgraduate Certificate in Business Management for Chefs and Restaurateur

JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	JAN	FEB	MAR	APR	MAY



Partnership Programs Human Resource Management Philippines HR Group Human Resources Manager Development Leadership and Management Customer Experience Leadership and Management Marketing Management Philippine Association National Advertisers Brand and Marketing Manager Development

Operations Management

Lean Six Sigma Black Belt

Lean Six Sigma Green Belt

JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY

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Partnership P	rogra	ims	JUN	JUI
Specialized P	ost-G	raduate Certificate Programs		
Becker		Postgraduate Certificate in Management Accounting with Online CMA® Review		
Strategy Mana	agem	ent		
For Innovation and Growth		Strategy Management and Development		
Data Privacy a	and G	overnance		
		Data Protection Officer		
INTERACTIVE		Data Protection Officer Executive Certificate		

JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	JAN	FEB	MAR	APR	MAY

Custom Programs

The School of Executive Education and Lifelong Learning Custom Programs are leadership and management courses tailored to your organization's unique needs. These programs enhance leadership skills, improve management effectiveness, and address the specific challenges your company faces. With a focus on practical application and measurable results,

These programs can be applied to a wide variety of industries, including but not limited to:

SEELL Custom Programs empower your workforce to achieve greater success.

Banking and Financial Services	Construction, Real Estate, Hospitality	Healthcare Infrastructure
Industrial and Utilities Holdin	gs (Conglomerates) and Non-Profit Dig	gital Transformation
Information Technology, Business P	Process Outsourcing, and Human Capital Ser	vices Renewable Energy
Fast-Moving Consumer Goods, Ret	ail, Pharma, and Healthcare Manufact	The delivery methods are flexible, offering live onsite classes at the AIM campus or a hybrid approach combining online learning and recorded lessons.

Designed for today's dynamic professionals, our Stackable Postgraduate Certificate Courses offer a flexible, personalized approach to lifelong learning. Choose from a range of focus areas, stack courses at your own pace, and earn prestigious credentials that

elevate your expertise
 strengthen your professional brand
 and open doors to new leadership opportunities.



Shape Your Success with Stackable Certificate Courses

Postgraduate Certificate Courses SEELL

offers postgraduate certificate courses in various areas of concentration and discipline:

Artificial Intelligence and Machine Learning

Innovation and Digital Transformation

Information Technology Management

Credentials can be earned over time, stacked towards earning a Postgraduate Diploma in Management, thus building your qualifications that lead to more career opportunities, advancement, and potentially high-paying jobs.



Stackable Units

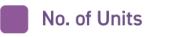
Participants who accumulate

a minimum of 5 units within 2 years can earn a Postgraduate Certificate

depending on the area of concentration, or

a total of 20 units can earn them a Postgraduate Diploma in Management

regardless of the focused subject area.



- Postgraduate Certificate in Basic Management
- 8 Postgraduate Certificate in Management Development
- 5 Postgraduate Certificate in Administration
- 5 Postgraduate Certificate in Artificial Intelligence and Machine Learning
- 5 Postgraduate Certificate in Banking and Finance
- 5 Postgraduate Certificate in Customer Experience and Management
- Postgraduate Certificate in Cybersecurity and Management
- 5 Postgraduate Certificate in Data Privacy and Governance
- 5 Postgraduate Certificate in Data Science and Analytics
- 5 Postgraduate Certificate in Development and Crisis Management

- 5 Postgraduate Certificate in Finance Management
- 5 Postgraduate Certificate in Human Resource Management
- 5 Postgraduate Certificate in Information Technology Management
- 5 Postgraduate Certificate in Innovation and Digital Transformation
- 5 Postgraduate Certificate in Leadership and People Management
- 5 Postgraduate Certificate in Legal Innovation and Management
- 5 Postgraduate Certificate in Public Administration and Governance
- 5 Postgraduate Certificate in Strategy Management and Business
- 20 Postgraduate Diploma in Management

Postgraduate Certificate in Healthcare Management
Postgraduate Certificate in Sales Management
Postgraduate Certificate in Project Management
Postgraduate Certificate in Operations Management
Postgraduate Certificate in Economics
Postgraduate Certificate in Sales Management



Testimonials



This program gave me the confidence to inspect databases, extract data, as well as process and analyze it for business decision making. I highly recommend this program to anyone who wants to become a data analyst since these are essential skills. The power of interpreting and analyzing data is very crucial and could dictate a company's course of action.

When we first thought about building the capacity of our patient leaders, of course I talked to other institutions, but it was really the School of Executive Education and Lifelong Learning through Professor Albert that we saw a very comprehensive module and certificate course.



Karen Villanueva

President, Philippine Alliance of Patient Organization (PAPO) Postgraduate Certificate in Health and Leadership Management Program



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Visit aim.edu for more details



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

> For inquiries, please contact us at: SEELL@aim.edu | +632 8892 4011 | www.aim.edu