



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

FT EXECUTIVE
EDUCATION
2024 RANKING

A photograph of a man in a dark suit and tie, smiling and looking towards the right. The image is semi-transparent and serves as a background for the main text.

Your Journey to Professional Excellence

Program Objectives



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.



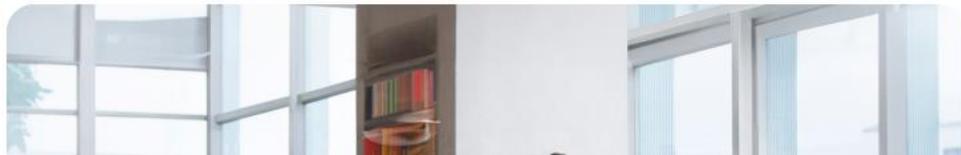
In-House Programs



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.



Partnership Programs

Human Resource Management



▶ Human Resources Manager Development

Leadership and Management



▶ Customer Experience Leadership and Management

Marketing Management



▶ 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
Partnership Programs												
Human Resource Management												
Philippines HR Group	█											
Leadership and Management												
CXSP	█											
Marketing Management												
Brand 2025 Academy			█									
Operations Management												
Lean Six Sigma Black Belt				█						█		
Lean Six Sigma Green Belt		█						█				

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,

**SEELL Custom Programs
empower your workforce to
achieve greater success.**

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

Banking and Financial Services

Construction, Real Estate, Hospitality

Healthcare

Infrastructure

Industrial and Utilities

Holdings (Conglomerates) and Non-Profit

Digital Transformation

Information Technology, Business Process Outsourcing, and Human Capital Services

Renewable Energy

Fast-Moving Consumer Goods, Retail, Pharma, and Healthcare

Manufacturing

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

- Development and Crisis Management
- Customer Experience and Management
- Cybersecurity and Management
- Strategy Management and Business
- Public Administration and Governance
- Human Resource Management
- Leadership and People Management
- Legal Innovation and Management
- Economics
- Administration
- Data Science and Analytics
- Banking and Finance
- Finance Management
- Operations Management
- Data Privacy and Governance
- Project Management
- Healthcare Management
- Sales 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

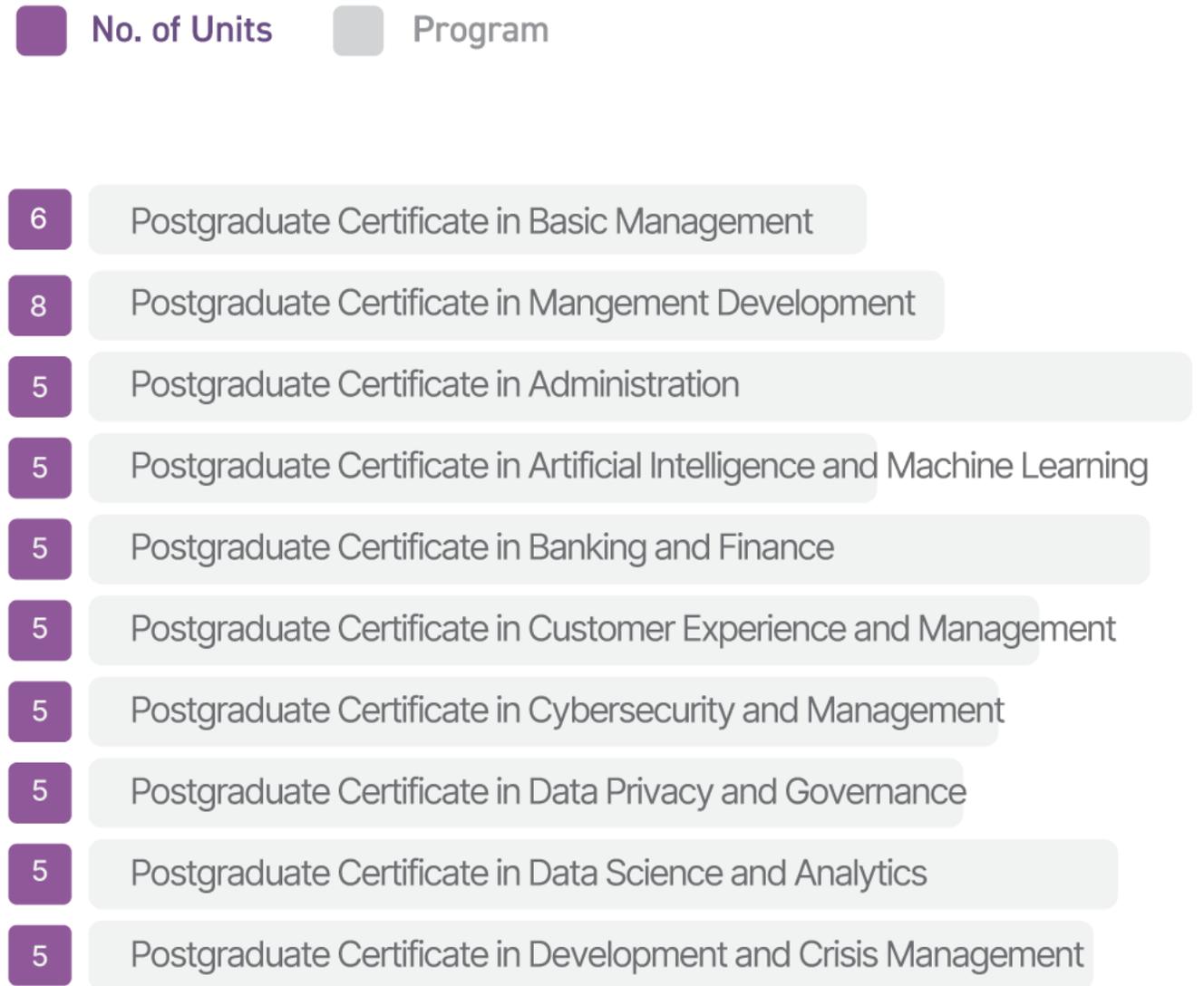
Participants who accumulate

- ↘ 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.



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

Testimonials

**Enrique
Jaime
T. Hilario**

Data Analyst, Manila Bulletin
Business Analytics Program



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