



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

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EDUCATION
2025 RANKING

Basic Management Program

Preparing high-potential leaders for greater management roles



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PROGRAM 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.

PROGRAM FEE

₱139,000 or approximately USD 2502*

**Final USD amount may vary based on the exchange rate at the time of payment.*

Interested in early bird or group discounts?

We'd be happy to discuss flexible payment terms with you—just let us know!



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 | +632 8892 4011 | www.aim.edu

WHAT WILL YOU LEARN

Day 1 Transition to Management	Day 2 Foundations of Management (POLC)	Day 3 Foundations of Management (POLC)	Day 4 Foundations of Management (POLC)	Day 5 Foundations of Management (POLC)
Day 6 Critical Thinking and Decision Making (SAPADAPA)	Day 7 Critical Thinking and Decision Making (SAPADAPA)	Day 8 Critical Thinking and Decision Making (SAPADAPA)	Day 9 Critical Thinking and Decision Making (SAPADAPA)	Day 10 Critical Thinking and Decision Making (SAPADAPA)
Day 11 Continuous Process Improvement	Day 12 Continuous Process Improvement	Day 13 Continuous Process Improvement	Day 14 Continuous Process Improvement	Day 15 Continuous Process Improvement
Day 16 Data Analytics	Day 17 Data Analytics	Day 18 Data Analytics	Day 19 Data Visualization and Storytelling	Day 20 Data Visualization and Storytelling
Day 21 Fundamentals of People Management	Day 22 Fundamentals of People Management	Day 23 Fundamentals of People Management	Day 24 Fundamentals of People Management	Day 25 Coaching for Leaders



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
- Prepare a Comprehensive Business Plan for your Business for overall business growth



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.

YOUR PROGRAM FACULTY



Alberto G. Mateo, Jr.

School Head
School of Executive Education
and Lifelong Learning
Asian Institute of Management

Professor 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.



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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

Alumni Status will be granted upon completion of the program.

Successfully completing the program earns participants two (2) units, which can be credited to the following:

- Postgraduate Certificate in Management Development
- Postgraduate Certificate in Leadership and Management

**Postgraduate Certificates require five (5) units earned within two (2) years.*

Participants will also earn two (2) 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 on designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://aim.edu/executive-education/>



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