



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

**FT** EXECUTIVE  
EDUCATION  
2025 RANKING

# Business Analytics

Leverage data for better business decisions



## Business Analytics

Leverage data for better business decisions

### PROGRAM OVERVIEW

The Business Analytics program equips you with practical quantitative tools to transform data into insights to make better business decisions. Instead of focusing on technologies, it highlights the analytical methods and techniques to make sense of common business questions and challenges — from knowing what happened with the business (Descriptive Analytics), what could happen (Predictive Analytics), to what one should do (Prescriptive Analytics).

Participants will go through a process that reframes their business concerns as a data question, applies analytical tools, and communicates the insights for management decision-making. The program hones their understanding of key analytics concepts by using real business cases and applying them to their own context. With case discussions, simulation games, and team reports, the class works together to build a data-driven managerial culture that can create competitive advantages from business analytics.

### WHAT WILL YOU LEARN

#### Data & Analytics Framework

- Apply the analytics framework to your own context
- Learn how to visualize data

#### Descriptive Analytics

- Define and calculate descriptive statistics
- Manage quality with statistical process controls

#### Predictive Analytics

- Find relationship among variables
- Predict future probabilities and trends

#### Insights & Prescription

- Model business objectives and constraints
- Interpret optimization results, usage & limitations

#### Decision-Making

- Synthesize their data to insight journey
- Communicate insights extracted from data

### PROGRAM FEE

**₱50,000 or approximately USD 900\***

*\*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](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)



## KEY TOPICS

- Introduce the Data-Analysis-Insights-Decision framework
- Create charts, graphs and network diagrams to visualize data
- Compute measures of central tendency & variability
- Calculate sample sizes
- Create and analyze process control charts
- Perform single and multiple regression analysis using Excel
- Estimate the predictive power of the variables
- Transform business objectives and constraints into a mathematical model
- Set-up and perform linear optimization using Excel
- Compare and contrast model results
- Apply the analytics framework to a business problem requiring a decision
- Report the insights and gather feedback

## LEARNING CONTENT

DAY	Course Content	Learning Objectives
1	Data & Analytics Framework	Apply the analytics framework to your own context
2	Data & Analytics Framework	Learn how to visualize data
3	Descriptive Analytics	Define and calculate descriptive statistics
4	Emotional Intelligence for Leaders	Manage quality using statistical process controls
5	Predictive Analytics	Identify relationships among variables
6	Predictive Analytics	Predict future probabilities and trends
7	Insights & Prescription	Model business objectives and constraints
8	Insights & Prescription	Interpret optimization results, usage and limitations
9	Decision-making	Synthesize your data-to-insight journey
10	Decision-making	Decision-making



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## WHO SHOULD ATTEND

Middle to top Management with different disciplines in but not limited to Marketing, Finance, General Management, Human Resource, Accounting and Operations. The program is also for prospective participants with IT and data-handling roles who want to have a keen understanding and appreciation of Analytics for Business.

## YOUR PROGRAM FACULTY



### Matthew George O. Escobido

Adjunct Faculty  
Asian Institute of Management

Matthew George O. Escobido is part of the Adjunct Faculty of the Institute. He was Program Director to the Institute's Department of Science and Technology-Leaders in Innovation Fellowship programs and the Master of Science in Innovation and Business. He started the Institute's Analytics Lab and Innovations Lab. He holds a Masters in System Design & Management from the Massachusetts Institute of Technology, a Master of Science in Mechanical Engineering at the Toyohashi University of Technology and an ABD (All but Ph.D. Dissertation) in Physics from the University of the Philippines. His expertise lies in Analytics, Innovation and Operations.



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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 Basic Management
- Postgraduate Certificate in Operations Management
- Postgraduate Certificate in Strategy 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](mailto:SEELL@aim.edu) or visit our website at <https://aim.edu/executive-education/>



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