



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

**FT** EXECUTIVE  
EDUCATION  
2025 RANKING

# Business Leadership

Develop the agility and vision to lead in business



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## PROGRAM OVERVIEW

The building blocks approach and progression of learning themes, modules, and topics deliberately become more complex, as the participant engages coparticipants, faculty, peers, and colleagues as learning partners.

## PROGRAM OBJECTIVES

The program aims to:

- Develop business acumen and leadership agility of managers.
- Deepen participants' capabilities, competencies, and management thinking to operate in an intense and challenging business environment.
- Sharpen participants' futures thinking and leadership skills for crafting novel and innovative solutions, organizational renewal and engagement, and corporate transformation strategy.

## 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!

## KEY TOPICS

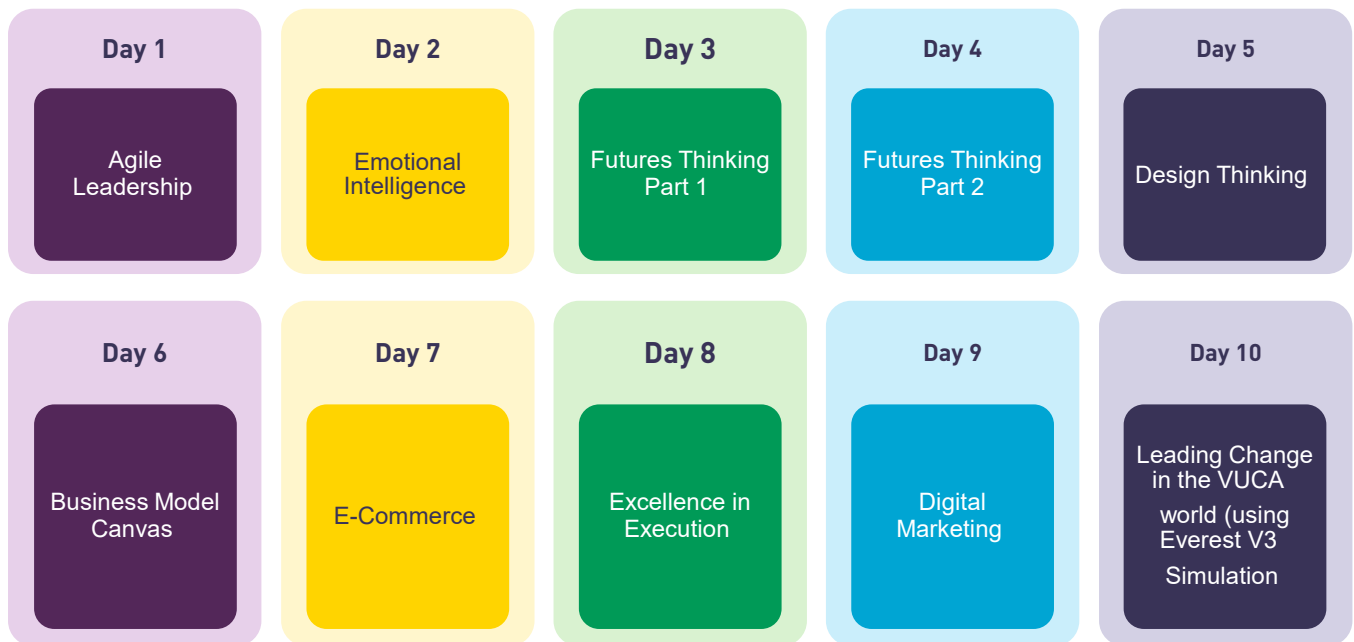
- The Agile Leader in the Age of Disruption
- Futures Thinking
- Design Thinking and Business Model Innovation
- Marketing in the Digital Age
- Leading and Managing Change in the VUCA world
- Management Excellence and Integration



### 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)

## LEARNING CONTENT



## KEY BENEFITS

The program will challenge the participant's leadership agility, mental toughness, management cadence, big-picture thinking, insightful learning, and collaborative attitude, as well as prime them for self-awareness, personal mastery, and transformational leadership in today's business context.

## WHO SHOULD ATTEND

The Business Leadership Program is designed for first-line, middle to upper-level managers, functional leaders and specialists, entrepreneurs, and family business owners. Managers who join the program want to develop business acumen and the ability to lead the organization in a highly competitive environment. They aim to establish themselves from functional experts to business leaders with a big picture outlook of a Business Unit Head, General Manager, or a CEO.

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## 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](mailto:SEELL@aim.edu) or visit our website at <https://aim.edu/executive-education/>



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