



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



IT Leadership and Management

Pave the way for tech-driven leadership



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PROGRAM OVERVIEW

This course will take the participant through an appreciation of the strategic role of IT, design thinking, a look into the processes behind Enterprise Resource Planning and Customer Relationship Management, managing and securing an enterprise's data resources, and the latest practices in project management and agile systems development. The course ends with a review of technology trends impacting businesses and industries and a session on change management.

PROGRAM OBJECTIVES

Upon completion of this course, the participant should be able to:

- Assess, evaluate, or formulate the organization's data transformation strategies, tethered to business strategies and to organizational goals, objectives, and structure
- Shape the IT solutions strategy, portfolio, and technology architecture of an organization based on a set of technology roadmaps
- Learn the characteristics of data and the use of analytics to derive information and insights from data
- Learn systems development and project management methodologies, including a cloud-based DevOps approach, and employ a methodology appropriate to a project
- Obtain an overview of new and emerging technologies that may lead to innovative and disruptive data transformations
- Adopt a change management model in leading change in organizations

PROGRAM FEE

₱75,000 or approximately USD 1,350*

**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!

WHAT WILL YOU LEARN

- Relate the IT architecture and infrastructure to the enterprise architecture
- Design the digital transformation implementation strategy
- Data resource management and analytics
- Conventional, agile, and DevOps systems development and project management methodologies
- Emerging technologies and their potential for business impact
- A change management framework



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

LEARNING CONTENT

DAY	Course Content
1	Fundamentals of Digital Transformation and the Emerging role
2	Transition to a Leadership role
3	Roadmap for Digital Transformation initiatives for the business
4	Emotional Intelligence for Leaders
5	Design Thinking: Creating the Digital Transformation Strategy
6	Major Enterprise Systems: ERP and CRM
7	Supporting Data-driven decisions: Data Management, Big Data, and Analytics
8	Supporting Data-driven decisions: Data Management, Big Data, and Analytics
9	Cybersecurity
10	Project Management: Waterfall and Agile
11	Project Management: Waterfall and Agile
12	Cloud & DevOps: Continuous Transformation
13	Managing, Engaging and Retaining IT Talent
14	IT Investment ROI and CAPEX Budget Prioritization
15	Leading Change
16	Emerging IT Trends

WHO SHOULD ATTEND

- Current managers of departments within an IT organization
- Managers aspiring to become heads of IT organizations.
- Executives overseeing digital transformation initiatives.
- IT project managers and development managers
- Chief Information Officers (CIOs)

FOR INQUIRIES:



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Your Program Faculty



Raul P. Rodriguez, PhD

Clinical Professor, Leadership
Academic Program Director, Executive Master in Business Administration
Asian Institute of Management

Raul P. Rodriguez is a Clinical Professor and Academic Program Director for the Executive Master in Business Administration. He has a PhD in Leadership Studies and a Bachelor of Science in Management Engineering from Ateneo de Manila University. His expertise lies in Leadership, Management, Enterprise IT Management and Organizational Development. He has been in academe as Lecturer in the Ateneo John Gokongwei School of Management, Ateneo School of Medicine and Public Health, and Enderun Colleges. He has held executive positions in various companies including Maynilad Water, SPI Technologies, ABS-CBN, Colgate-Palmolive Phil., and National Steel Corporation.



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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.

The participants earn **three (3)** units which can be credited to the **Postgraduate Certificate in Information Technology Management**.

Participants will also earn **three (3)** units which can be credited to the **Postgraduate Diploma in Information Technology 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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