



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Management Development Program

Priming Senior Management and Executives
for the Highest Level of Leadership



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PROGRAM OVERVIEW

In today's volatile, uncertain, complex, and ambiguous (VUCA) world, organizations face rapid technological disruption and transformational change. To succeed, leaders must accelerate business agility and adopt new leadership capabilities that drive breakthrough organizational performance.

The Management Development Program is an intensive, accelerated leadership journey designed for executives and leaders who navigate constant change. Often described as a full-360, non-degree mini-MBA, this program cultivates self-awareness, personal mastery, and transformative leadership skills essential for leading and inspiring a hyper-connected workforce.

Participants will be challenged to enhance their mental toughness, sharpen management rhythms, expand big-picture thinking, deepen insightful learning, and foster collaborative leadership to thrive in today's dynamic business landscape.

PROGRAM OBJECTIVES

- Build functional and business expertise to take on broader management and leadership roles with confidence.
- Enhance cross-functional skills, learning agility, and global management capabilities to navigate and thrive in a VUCA environment.
- Strengthen critical thinking and leadership abilities to develop innovative solutions, drive organizational renewal, and lead strategic transformation.

KEY BENEFITS

The executive gains increased working familiarity in all functional areas of management and multi-disciplinary strategy framework needed to achieve business excellence and breakthrough levels of organization performance.

PROGRAM SCHEDULE

FACE-TO-FACE | ON-CAMPUS

- July 22, 23, August 5, 6, 19, 20, 2025
 - September 2, 3, 16, 17, 2025
 - October 7, 8, 2025
 - November 4, 5, 11, 12, 27, 2025
- (8:30AM - 5:00PM)**

LIVE ONLINE

- August 14, 21, 28, 2025
 - September 11, 18, 25, 2025
 - October 16, 23, 30, 2025
 - November 20, 2025
- (1:30PM - 5:00PM)**
(GMT+08) On all Dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 199,990 or USD 3599.82*

*The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

**Alumni Status will be granted
Upon completion of the program**



FOR INQUIRIES:

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SEELL@aim.edu | +632 8892 4011 | www.aim.edu



PROGRAM SYLLABUS

Session No.	Course Content
Day 1	Futures Thinking
Day 2	Futures Thinking
Day 3	Systems Thinking
Day 4	Systems Thinking
Day 5	Systems Thinking
Day 6	Systems Thinking
Day 7	Introduction to Business Strategy Game (BSG)
Day 8	Design Thinking

	FIRST ONE-ON-ONE COACHING SESSION
Day 9	Design Thinking
Day 10	Environmental Analysis
Day 11	Environmental Analysis
Day 12	Human Capital Management
Day 13	Human Capital Management
Day 14	Coaching for Leaders
Day 15	Coaching for Leaders
Day 16	Business Model Innovation
Day 17	Business Model Innovation
Day 18	Introduction to Strategic Negotiations
Day 19	Introduction to Strategic Negotiations
Day 20	Financial Management
Day 21	Financial Management
Day 22	Financial Management
Day 23	Marketing Management
Day 24	Marketing Management
Day 25	Marketing Management
Day 26	Strategy Formulation and Innovation Implementation
Day 27	Strategy Formulation and Innovation Implementation
Day 28	Strategy Formulation and Innovation Implementation
Day 29	Excellence in Execution

	BSG MENTORING SESSION (PER TEAM)
Day 30	Operations Management
Day 31	Operations Management
Day 32	Leading and Managing Change
Day 33	Leading and Managing Change
Day 34	Corporate Sustainability
Day 35	Corporate Sustainability
Day 36	Data Visualization and Storytelling



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Day 37	Data Visualization and Storytelling
Day 38	Self-Mastery & Emotional Intelligence
Day 39	Situational Leadership

	SECOND ONE-ON-ONE COACHING SESSION
Day 40	Authentic Leadership
Day 41	Leadership Branding
Day 42	BSG Presentation

PROGRAM FACULTY



Alberto G. Mateo, Jr.

Clinical Professor
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

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

- Postgraduate Certificate in **Legal Innovation and Management**

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

- Participants will also earn **one (1) unit** 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 designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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