



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

**FT** EXECUTIVE  
EDUCATION  
2025 RANKING

# Data Science for Executives

Lead with the power of data



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## PROGRAM OVERVIEW

This program will introduce the fundamentals of data science and the latest trends in the field, including artificial intelligence. The sessions will explore a variety of data-driven approaches, frameworks, and business models that serve to guide the optimization of processes and the creation of innovative products. Participants will be exposed to the challenges many industries face in their data science journey and will also learn how to implement data-driven approaches that will accelerate business growth and power business decisions.

## PROGRAM OBJECTIVES

Participants are expected to learn by doing. They will describe, analyze, and interpret data and models with simulations, MS Excel, and/or Tableau. One important lesson in this course is understanding the basic techniques in data science and knowing when to use them. More importantly, participants will gain a data-driven mindset as a result of the substantial, hands-on sessions.

## PROGRAM FEE

**PHP 95,000 or approximately USD 1,710\***

*\*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

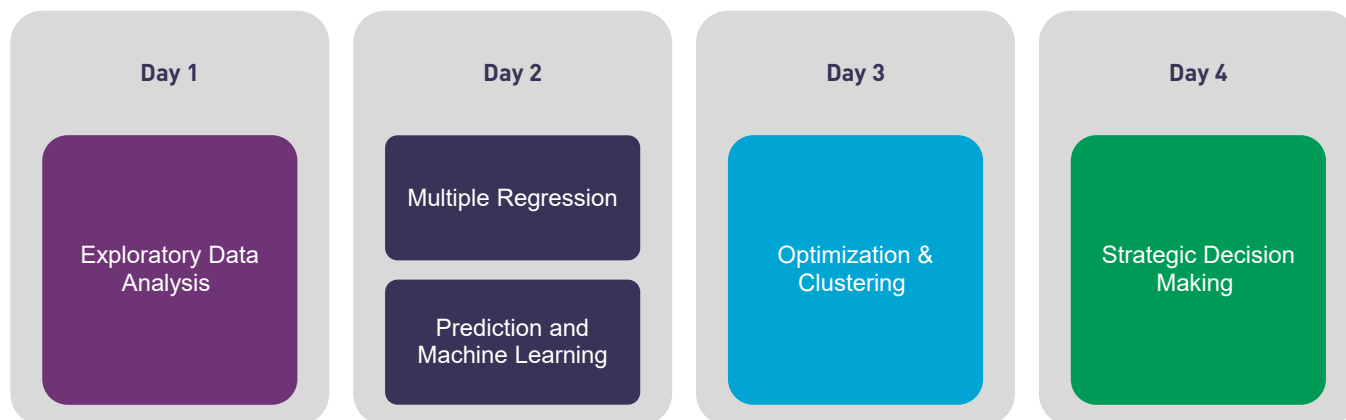
- Broadening their knowledge of analytics and gaining a high-level understanding of the Fourth Industrial Revolution, data science, and artificial intelligence, including data strategy and data governance.
- Asking the right analytics questions anchored on maximizing the ROI from DSAI.
- Transforming their organization into a data-driven enterprise that fully appreciates the economics of DSAI.
- Recognizing the opportunities and anticipating problems when investing in DSAI and taking on a digital transformation journey.



### 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



## WHO SHOULD ATTEND

This program is ideal for C-level executives, business leaders, senior managers, and decision-makers across industries who are responsible for driving strategic initiatives, overseeing AI projects, or managing data-driven transformations.

The course is particularly suited to:

- Executives looking to gain a comprehensive understanding of AI and data science to guide their organization's AI strategy.
- Leaders seeking to transform their organizations into data-driven enterprises. Managers responsible for identifying, assessing, and implementing AI use cases within their business operations.

## 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

Successfully completing the program earns participants **one (1) unit** to be credited in a Postgraduate Certificate program. Participants will also earn **one (1) unit** which can be credited to the Postgraduate Diploma in Management.

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

*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://executiveeducation.aim.edu>



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