



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

FT EXECUTIVE
EDUCATION
2025 RANKING

Philippine Halal Industry and Islamic Banking and Finance



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PROGRAM OVERVIEW

This executive short course was conceptualized to equip Philippine businesses engaged in food, non-food, and logistical/supply chain services with the basic and advanced knowledge, skills, and attitudes necessary to penetrate the local and global Halal Industry. It seeks to provide an in-depth understanding of the Philippine halal industry ecosystem, including its relationship to Islamic banking and finance.

Business sector professionals will learn about local and global perspectives, the halal certification processes, the current legislative backbone and governmental support, including challenges and prospects of organizations involved in the halal industry. The goal is to expand the pool of Muslim and non-Muslim business professionals in the country who are competent advocates of the Philippine halal industry including Islamic banking and finance, innovative leaders working for inclusive and sustainable development for all Filipinos, and competitive strategists who can elevate the country's performance against global halal industry players.

PROGRAM OBJECTIVES

At the end of the program, the participants should be able to:

1. Discuss the Philippine halal ecosystem through a chosen case study.
2. Create a sales pitch for their respective organization about integrating the halal industry and/or Islamic banking and finance principles into the business plan.
3. Evaluate the readiness of their chosen organization in becoming halal-certified for local and/or global halal industry trade and commerce.

PROGRAM FEE

PHP 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

- Global Halal industry
- Islamic Banking and Finance
- Philippine Halal Ecosystem
- Local and International Halal Certification



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 1 - 2

Global Market for
Halal Products and
Services

Day 3-5

Designing
Future-Ready
Solutions for
Complex
Challenges

Day 6

The Language
of Business

Day 7-8

Islamic Banking
and Finance

Day 9 -10

Financial
Management
for Business
Leaders

Day 11-13

Designing
Competitive
Advantage in the
Halal Industry

Day 14-16

The Philippine
Halal Market

Day 17

Halal
Certification
Process and
Requirements

Day 18

International
and Local Halal
Standards

Day 19 -20

Challenges of
the Philippine
Halal Industry
and
Implementation
of Standards

Day 21

Philippine Shariah-
Compliant Business
Practices

Day 22

Best Practices of
Integrated Halal
Industry and Islamic
Banking Models in
Global Markets

Day 23

ESG for Philippine
Halal Business

Day 24 - 25

Strategy
Management for
Business Leaders

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YOUR PROGRAM FACULTY



Jose Luis G. Santillan

Adjunct Faculty
Asian Institute of Management

Joel Santillan has been working in finance for around 30 years. Over the years, he has been a financial analyst, an investment banker, a financial advisor, and a finance executive for some of local business conglomerates. In the aftermath of the Asian Financial Crisis of late 1990's, he worked as a lead associate in Buenaventura Echauz and Partners where he worked on several debt restructuring deals in Telecom, Retail Trade, Cable TV, Property Development, etc.

After serving as a financial advisor, he began work as a member of the corporate finance team of local business conglomerates. He is now a freelance consultant whose mission is to provide Filipino businesses and NGO's the strategic thinking needed to level up and access capital markets. He is a graduate of the University of the Philippines (Diliman) with a BS Degree in Economics. He also has a Post-Graduate Certificate in Leadership from the Asian Institute of Management.



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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

By completing this program, a participant will earn a certification from AIM and the National Commission on Muslim Filipinos. This certification will recognize them as Halal business practitioner of the country.

They will also earn 5 units in postgraduate diploma programs.

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://executiveeducation.aim.edu>



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