



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

FT EXECUTIVE
EDUCATION
2024 RANKING

A man in a dark suit and tie, smiling and looking upwards and to the left. The image is overlaid with a semi-transparent purple filter.

Your Journey to Professional Excellence

Program Objectives



Chart your own course to professional development.

The executive programs at the Asian Institute of Management School of Executive Education and Lifelong Learning (AIM-SEELL) put you in control. Choose the focus areas that accelerate your career and cultivate the skills to drive success. With SEELL, you will experience:

World-class instruction from esteemed faculty at AIM.

Personalized learning paths for targeted development.

A diverse network of peers to inspire and support your journey.



Administration

02



Open Enrollment Programs

Chief of Staff Leadership Development

Executive Assistant Development

Fundamentals of Public Administration and Governance

Institutions, Authority, and Political Systems in Governance

Public Sector Performance Management and Accountability

Leadership and Ethics in Public Services Across Sectors

Policy- Making, Public Governance, and Partnerships

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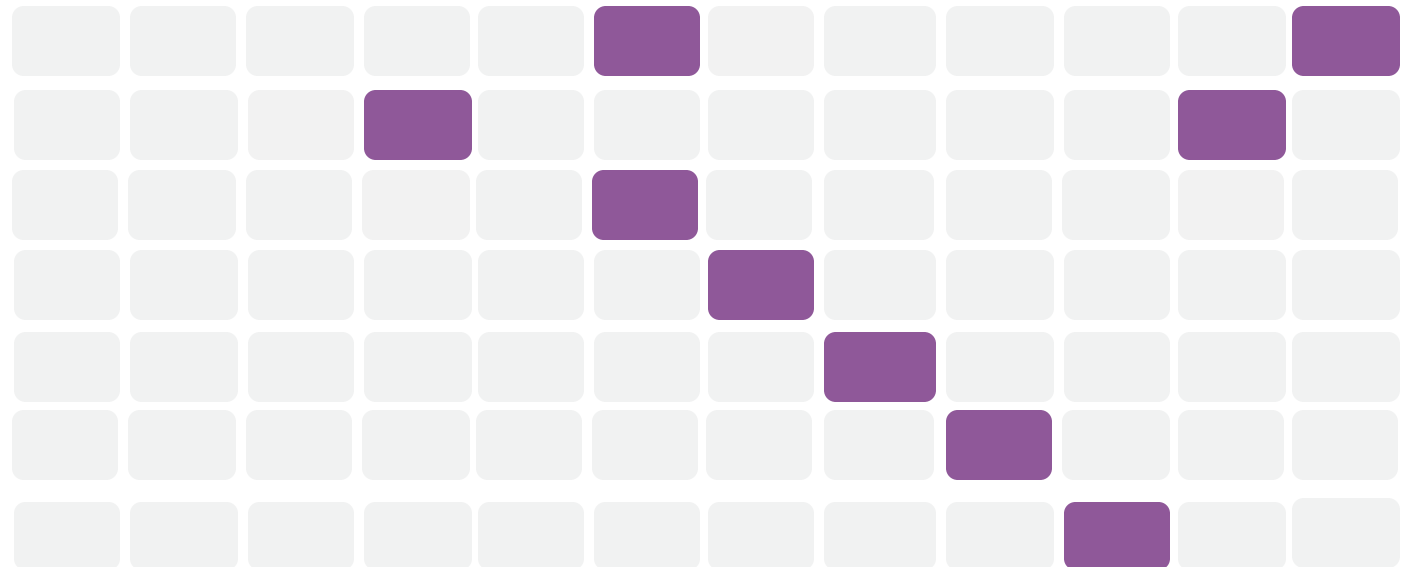
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Data Privacy and Cybersecurity

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Open Enrollment Programs

Cyber Security Executive Leadership

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Data Science and Analytics

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Open Enrollment Programs

Business Analytics

Data Science for Executives

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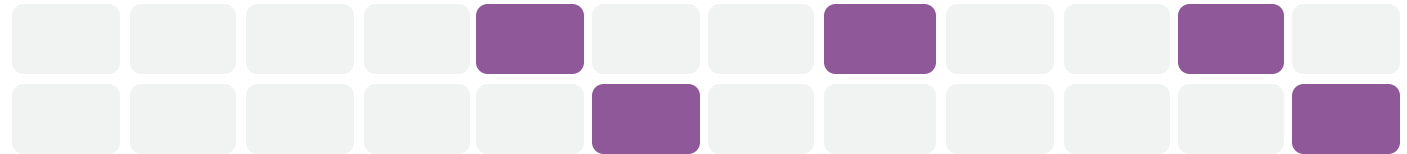
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Development and Crisis Management

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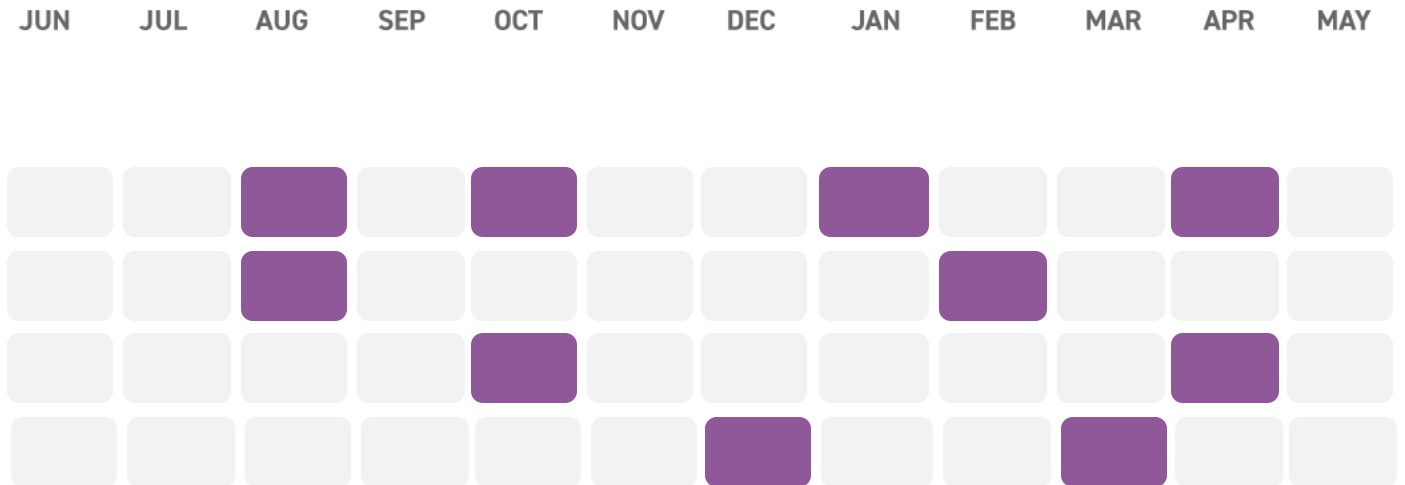
Open Enrollment Programs

Business Continuity Management

Crisis Leadership

Results-Based Monitoring and Evaluation

Strategic Disaster Risk Management and Leadership



Finance Management

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General Management

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Open Enrollment Programs

Basic Management Program

Management Development Program

Family Business Leadership and Management

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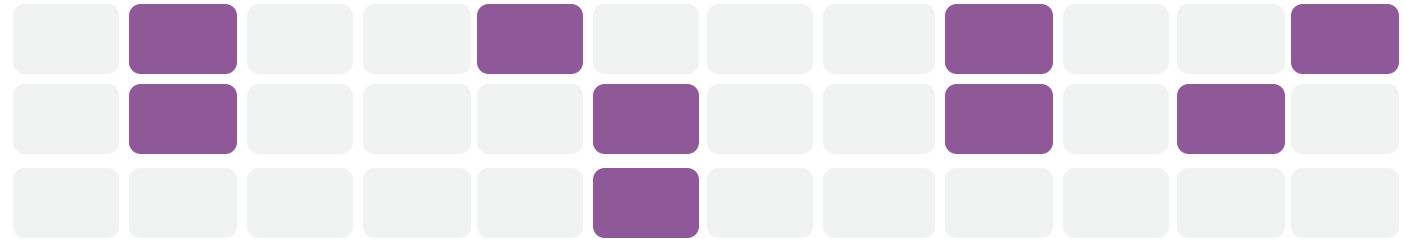
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Healthcare Management

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Open Enrollment Programs

Executive Certificate in Business Management for Medical Professionals

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Human Resource Management

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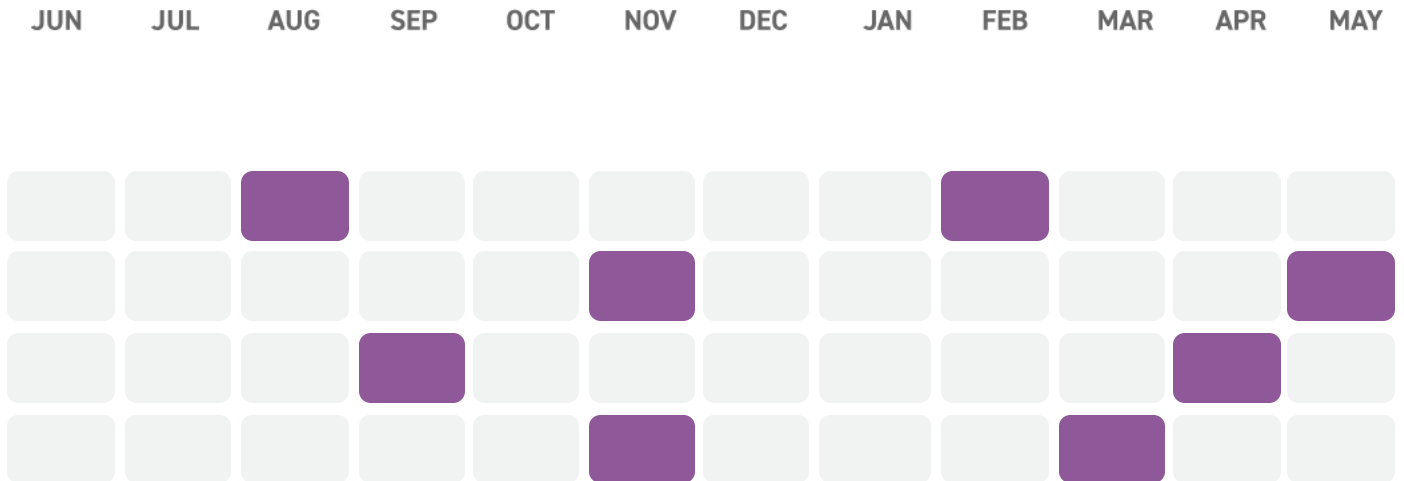
Open Enrollment Programs

Agile HR

Behavioral Interviewing for HR Professionals and Hiring Managers

Chief Human Resources Officer Leadership Development

Human Resources Manager Development



IT and Operations

11



Open Enrollment Programs

IT Leadership and Management

Postgraduate Certificate in Information Technology

Lean Six Sigma for Business Leaders

Lean Six Sigma Yellow Belt

Operations Management Development

Leading and Managing Projects

Planning and Feasibility Assessment of Development Projects

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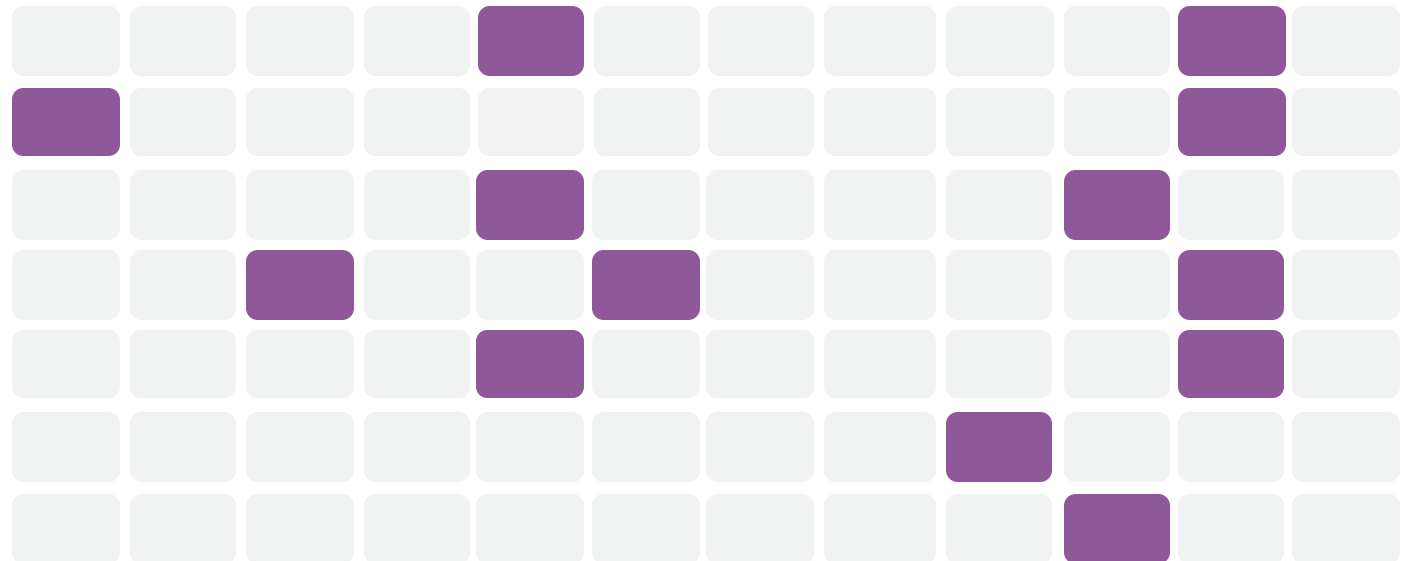
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Innovation and Digital Transformation

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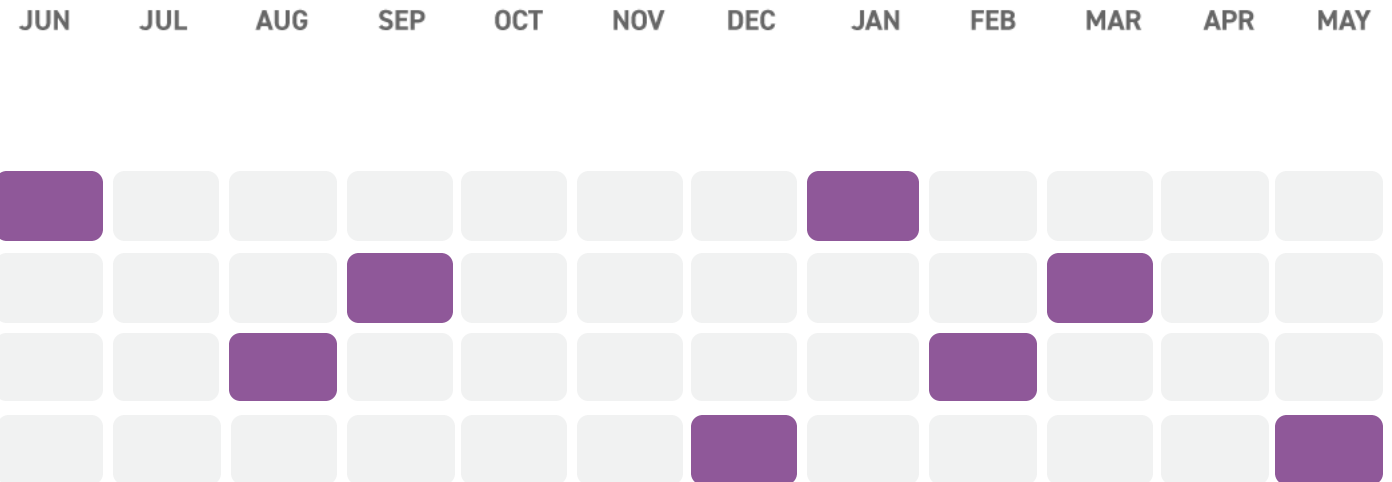
Open Enrollment Programs

Design Thinking and Business Model Innovation

Futures Thinking

Leading with Agile and Scrum

Systems Thinking

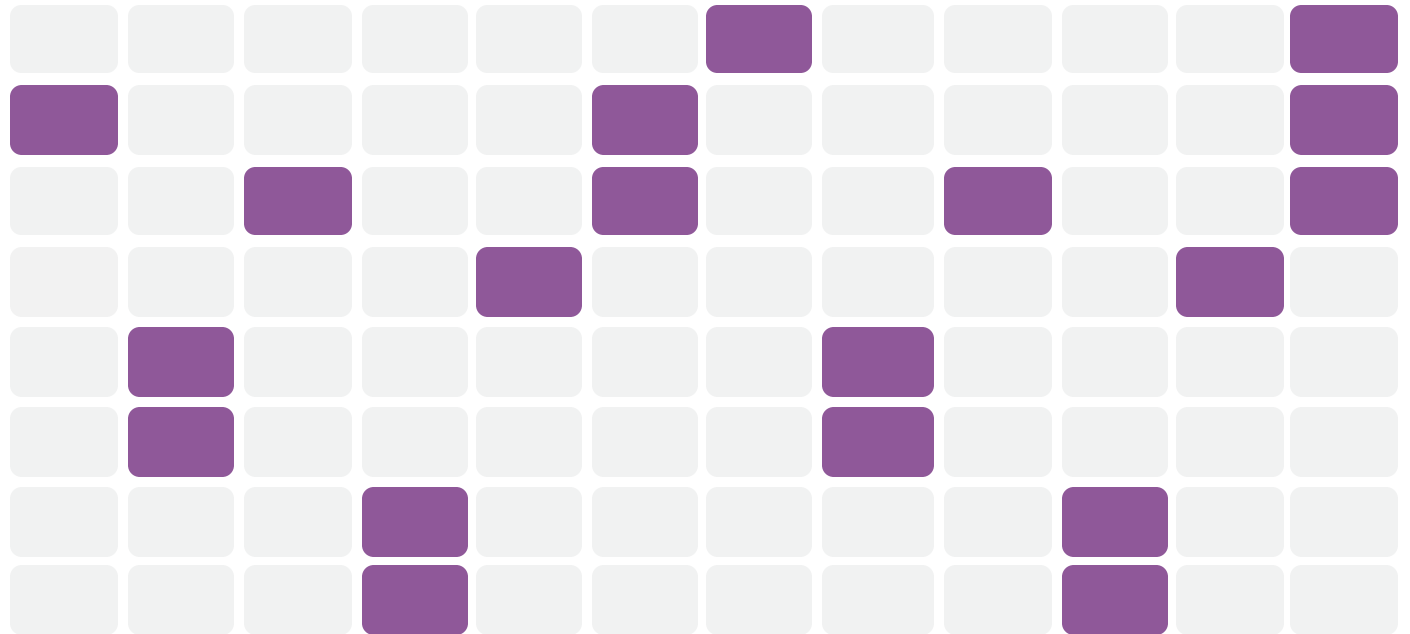


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The Emotionally Intelligent Leader

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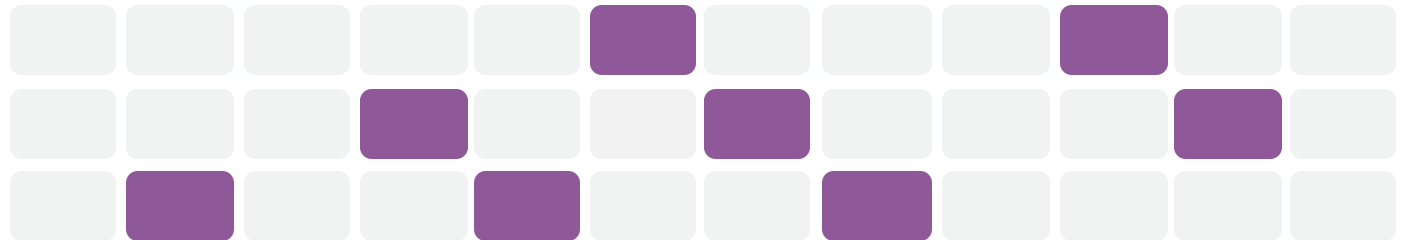


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Law 2.0: Innovating Your Legal Practice

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Sales and Marketing

03



Open Enrollment Programs

Chief Marketing Officer Leadership Development

Customer Relationship Management

Fundamentals of Marketing Management

Marketing Manager Development

Chief Sales Officer Leadership Development

Distributor Management

Driving Sales Performance

Fundamentals of Sales

Key Account Management

Sales Manager Leadership Development

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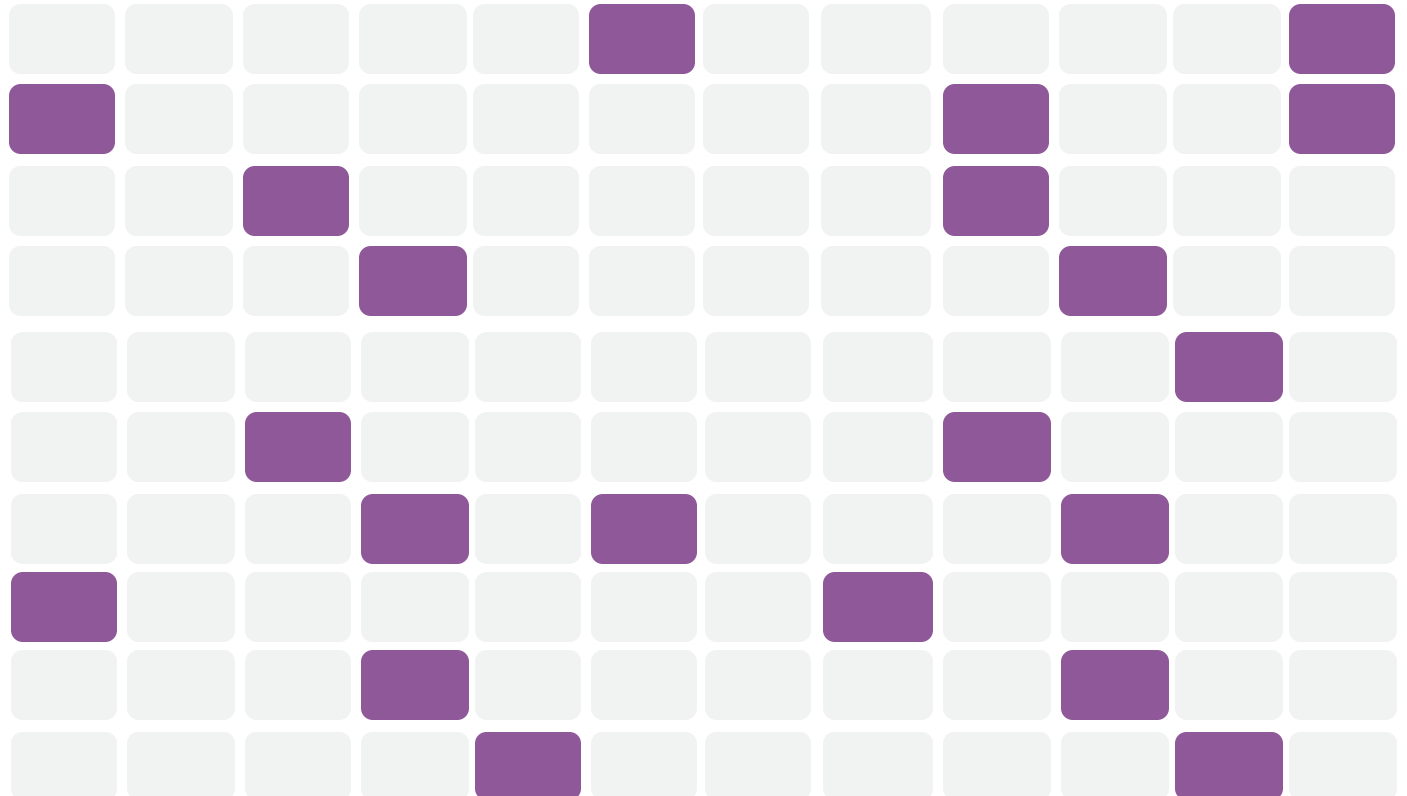
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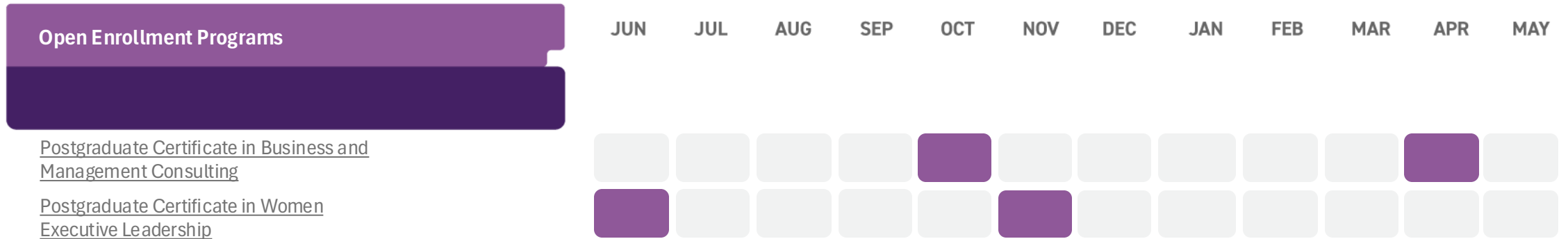
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A 5x12 grid of squares. The squares are either purple or light gray. The pattern of purple squares is as follows:

Row	Col 1	Col 2	Col 3	Col 4	Col 5	Col 6	Col 7	Col 8	Col 9	Col 10	Col 11	Col 12
1	Gray	Gray	Gray	Gray	Purple	Gray	Gray	Purple	Gray	Gray	Gray	Gray
2	Purple	Gray	Gray	Gray	Gray	Gray	Gray	Purple	Gray	Gray	Gray	Gray
3	Purple	Gray	Gray	Purple	Gray	Gray	Purple	Gray	Gray	Purple	Gray	Gray
4	Gray	Purple	Gray	Gray	Purple	Gray	Gray	Gray	Purple	Gray	Purple	Gray
5	Gray	Gray	Purple	Gray	Gray	Gray	Gray	Gray	Purple	Gray	Gray	Gray

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3	Purple	Gray	Gray	Purple	Gray	Gray	Purple	Gray	Gray	Purple	Gray	Gray
4	Gray	Purple	Gray	Gray	Purple	Gray	Gray	Gray	Purple	Gray	Purple	Gray
5	Gray	Gray	Purple	Gray	Gray	Gray	Gray	Gray	Purple	Gray	Gray	Gray

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4	Gray	Purple	Gray	Gray	Purple	Gray	Gray	Gray	Purple	Gray	Purple	Gray
5	Gray	Gray	Purple	Gray	Gray	Gray	Gray	Gray	Purple	Gray	Gray	Gray

In-House Programs



Our In-House Programs

deliver the same world-class content as our open enrollment offerings,

but with a powerful difference: they are delivered exclusively to your organization's teams or business units.

This format significantly enhances the learning experience. By grounding insights directly in your team's real-world context and challenges, we help translate knowledge into action more effectively and drive tangible results for your organization.





Benefits of our In-House Programs

22

Delivered exclusively to your employees, each program fosters a collaborative environment where teams can address shared challenges, align on strategic goals, and build critical capabilities. While the core curriculum is based on one of our open enrollment programs, we adapt the delivery format, schedule, and emphasis areas to fit your organizational context—empowering your people to drive meaningful and lasting impact from within.

Proven and Evolving Curriculum ↘

Built on years of refinement for relevance and real-world impact.

Quick Deployment, No Heavy Lifting ↘

Skip lengthy development cycles with ready-to-deliver programs tailored to your needs.

Aligned Teams, Consistent Results ↘

Foster a shared language, enable benchmarking, and preserve institutional knowledge—creating a strong foundation for long-term organizational growth.



Postgraduate Certificate in Business Management for Chefs and Restaurateur

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Human Resource Management

Human Resources Manager Development

Leadership and Management

Customer Experience Leadership and Management

Marketing Management

Brand and Marketing Manager Development

Operations Management

Lean Six Sigma Black Belt

Lean Six Sigma Green Belt

[illegible]

Specialized Post-Graduate Certificate Programs



Postgraduate Certificate in Management Accounting with Online CMA® Review

Strategy Management



Strategy Management and Development

Data Privacy and Governance



Data Protection Officer
Data Protection Officer
Executive Certificate

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Custom Programs

Our Custom Programs put you in control, allowing you to design a learning experience tailored to your team's unique needs. By combining selected relevant and leading frameworks and mental models into a single, cohesive curriculum, you can build a targeted, multi-topic training experience that directly aligns with your organization's specific development goals.

These programs can be applied to a wide variety of industries, including but not limited to:



**SEELL Custom Programs
empower your workforce to
achieve greater success.**

Banking and Financial Services

Construction, Real Estate, Hospitality

Healthcare

Infrastructure

Industrial and Utilities

Holdings (Conglomerates) and Non-Profit

Digital Transformation

Information Technology, Business Process Outsourcing, and Human Capital Services

Renewable Energy

Fast-Moving Consumer Goods, Retail, Pharma, and Healthcare

Manufacturing

The delivery methods are flexible, offering live onsite classes at the AIM campus or a hybrid approach combining online learning and recorded lessons.

Designed for today's dynamic professionals, our Stackable Postgraduate Certificate Courses offer a flexible, personalized approach to lifelong learning. Choose from a range of focus areas, stack courses at your own pace, and earn prestigious credentials that

- elevate your expertise
- strengthen your professional brand
- and open doors to new leadership opportunities.



Shape Your Success with Stackable Certificate Courses

Postgraduate Certificate Courses SEELL

offers postgraduate certificate courses in various areas of concentration and discipline:

- Artificial Intelligence and Machine Learning
- Innovation and Digital Transformation
- Information Technology Management

Credentials can be earned over time, stacked towards earning a Postgraduate Diploma in Management, thus building your qualifications that lead to more career opportunities, advancement, and potentially high-paying jobs.

-
- Development and Crisis Management
 - Customer Experience and Management
 - Cybersecurity and Management
 - Strategy Management and Business
 - Public Administration and Governance
 - Human Resource Management
 - Leadership and People Management
 - Legal Innovation and Management
 - Economics
 - Administration
 - Data Science and Analytics
 - Banking and Finance
 - Finance Management
 - Operations Management
 - Data Privacy and Governance
 - Project Management
 - Healthcare Management
 - Sales Management

Stackable Units

Participants who accumulate

- a minimum of 5 units within 2 years can earn a Postgraduate Certificate

depending on the area of concentration, or

- a total of 20 units can earn them a Postgraduate Diploma in Management

regardless of the focused subject area.

 No. of Units  Program

6	Postgraduate Certificate in Basic Management
8	Postgraduate Certificate in Management Development
5	Postgraduate Certificate in Administration
5	Postgraduate Certificate in Artificial Intelligence and Machine Learning
5	Postgraduate Certificate in Banking and Finance
5	Postgraduate Certificate in Customer Experience and Management
5	Postgraduate Certificate in Cybersecurity and Management
5	Postgraduate Certificate in Data Privacy and Governance
5	Postgraduate Certificate in Data Science and Analytics
5	Postgraduate Certificate in Development and Crisis Management

5	Postgraduate Certificate in Finance Management	5	Postgraduate Certificate in Healthcare Management
5	Postgraduate Certificate in Human Resource Management	5	Postgraduate Certificate in Sales Management
5	Postgraduate Certificate in Information Technology Management	5	Postgraduate Certificate in Project Management
5	Postgraduate Certificate in Innovation and Digital Transformation	5	Postgraduate Certificate in Operations Management
5	Postgraduate Certificate in Leadership and People Management	5	Postgraduate Certificate in Economics
5	Postgraduate Certificate in Legal Innovation and Management	5	Postgraduate Certificate in Sales Management
5	Postgraduate Certificate in Public Administration and Governance		
5	Postgraduate Certificate in Strategy Management and Business		
20	Postgraduate Diploma in Management		

Testimonials

**Enrique
Jaime
T. Hilario**

Data Analyst, Manila Bulletin
Business Analytics Program



This program gave me the confidence to inspect databases, extract data, as well as process and analyze it for business decision making. I highly recommend this program to anyone who wants to become a data analyst since these are essential skills. The power of interpreting and analyzing data is very crucial and could dictate a company's course of action.



When we first thought about building the capacity of our patient leaders, of course I talked to other institutions, but it was really the School of Executive Education and Lifelong Learning through Professor Albert that **we saw a very comprehensive module and certificate course.**



**Karen
Villanueva**

President, Philippine Alliance
of Patient Organization (PAPO)
Postgraduate Certificate in Health and
Leadership Management Program



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INSTITUTE of
MANAGEMENT

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AND LIFELONG LEARNING

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AACSB
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