



Systems Thinking

Transform your approach to business strategy

Overview

The course uses systems thinking to study the patterns of behavior we observe in real-world businesses, markets, economies, and supply chain interactions and how these patterns relate to the structure of the underlying systems. We look at why so many business strategies generate disappointing results or outright failure. Students learn to conceptualize a business organization as structures and policies that create dynamics and govern performance.

The course introduces system dynamics tools for modeling and analyzing business policy and strategy. Case studies include successful applications of system dynamics in growth strategy, technology management, operations, project management, and implementation of improvement programs. Students will learn to recognize and deal with situations where policy interventions are likely to be delayed, diluted, or defeated by unanticipated reactions and side effects. You will have a chance to use state-of-the-art software for computer simulation and gaming. Assignments give hands-on experience in developing and testing computer simulation models in diverse settings.

Objectives

- To introduce the basic principles of Systems Thinking
- To introduce the basic characteristics of systems and the importance of systemic thinking in organizational life.
- To use systems thinking as a platform for enhancing innovation and creativity
- To practice a "shift of mind" framework to understand complexity by viewing systems as a whole and using the view to find the effective leverage as insights for breakthrough solutions.
- To develop the skill to create your own causal loop diagram to analyze the problematic behavior of systems
- To develop the skill to create simple Stock and Flow diagram to analyze the impact of changes to business policies.
- To help take your first step toward becoming a systems thinker

What Will You Learn

- Learn about System Thinking and System Dynamics
- Learn to map the feedback structure of a system using causal loop diagrams.
- Learn to identify patterns and archetypes in our system.
- Learn to articulate how lessons from models can be used to inform discussion
- and improve performance of systems, for example, in business and public policy.

Program Learning Content

Day 1

- Introduction and Overview
- Why are we here?
What Is System Dynamics and why do I care?

Day 2

System Dynamics
Tools Part 1

Day 3

Problem solving conceptual
framework and methodology

Day 4

Brainstorming processes
and techniques

Day 5

Communication necessary
for collaborative critical
thinking initiatives

Day 6

Application to day-to-day
problems and issues

Key Benefits

- Understand systems and what is a system thinker?
- How to use system thinking skills to expand your perspectives?
- Understand common patterns in the system and how to intervene in policies to achieve your goals
- How can system thinking helps to improve policymaking and strategies?

Who Should Attend

This class will appeal to several audiences. First, this course is useful for anyone who wants to develop a broader toolkit for examining the chronic challenges of managing and leading in today's organizations. It will be especially useful to those interested in careers in management, in part for the modeling skills covered, but also for developing rigorous and structured thinking skills. The course has a heavy dose of "reality," so it should also appeal to students who wish to blend theory with the harsh realism of practical challenges in management.

Program Faculty



Masaki Mitsuhashi

Adjunct Faculty
Asian Institute of Management

Masaki Mitsuhashi is an award-winning innovator and educator with expertise in marketing, innovation strategy, business development, and sustainability. His diverse consulting work with the United Nations, RTI International, and the Ramon Magsaysay Award Foundation demonstrates his commitment to stakeholder-centered innovation.

He holds Global Innovation Management Institute certifications, including Certified Innovation Professional, Certified Innovation Manager, and Certified Innovation Master.

He holds a Master of Science in Innovation and Business (High Distinction) from the Asian Institute of Management and a Bachelor of Science in Biology from the University of the Philippines.

Program Fee

PHP 25,000 or USD 450*

*Final USD amount may vary based on the exchange rate at the time of payment.

Interested in early bird or group discounts?

Group enrollment spiel: Get 5% off the program fee for group of 3 to 6 pax and 10% for group of 7 pax and above.

Earning a Postgraduate Certificate and Postgraduate Diploma

AIM 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

Upon completion of the program, the participant will earn one (1) unit, which can be credited toward the following:

- Postgraduate Certificate in Strategy Management and Business Leadership.
- Postgraduate Diploma in Management

*Postgraduate Certificate requires 5 units earned within 2 years

*Postgraduate Diploma requires 20 units earned within 3 years

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://aim.edu/executive-education/>