



# Business Continuity Management

Design continuity, deliver confidence

# Overview

In an era marked by constant disruptions—ranging from natural disasters and pandemics to cyber threats and economic shocks—organizational resilience has become a strategic imperative. This program is designed to equip you with the practical skills and proven frameworks to develop, implement, and continuously improve business and service continuity plans that keep your organization operational no matter the challenge.

Whether you lead a small or medium-sized enterprise (SME), a public sector agency, a nonprofit, or a large private company, this course offers a flexible, process-driven approach tailored to your unique context. You will learn how to anticipate risks, align stakeholders, and embed continuity practices as part of your organizational DNA. Through immersive activities and expert guidance, you will gain the confidence and capabilities to transform uncertainty into opportunity—making your organization more agile, prepared, and ready to thrive in any scenario.

## Objectives

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

1. Champion organizational resilience by mastering the development, implementation, and appraisal of business and service continuity plans.
2. Apply a structured, end-to-end process framework adaptable to various organizational contexts and sectors.
3. Build advocacy and training programs that embed continuity practices as organizational muscle memory, enhancing readiness for real-world disruptions.



# Program Learning Content

## **MODULE A:**

Developing the Continuity Plan

**Day 1:** Framework for Developing the Continuity Plan in the Private Sector and the Public Sector

**Day 2:** Risk Assessment Framework and Business Impact Analysis

**Day 3:** Best Practices in Writing Business Continuity Plans and Public Service Continuity Plans & BCP/PSCP Writing Immersion

**Day 4:** Culmination Activity  
Presentation of the BCP/PSCP

## **MODULE B:**

Implementing the Continuity Plan'

**Day 1:** Appropriate exercises in testing Business Continuity strategies

**Day 2:** Design Day  
Asynchronous

**Day 3:** Crisis Simulation and Action Planning

## **MODULE C:**

Appraising the Continuity Plan

**Day 1:** Integrating results to facilitate continual improvements to sustain organizational viability

**Day 2:** Creating a culture of organizational learning

**Day 3:** Documenting organizational history to institutionalize knowledge and previous crisis and disaster experiences



## **FOR INQUIRIES:**

School of Executive Education and Lifelong Learning, Asian Institute of Management  
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123 Paseo de Roxas, Makati City Philippines 1229  
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# Key Benefits

Engage in interactive, real-time online sessions led by world-class faculty and industry experts.

- Gain a holistic understanding of the three key phases of continuity management— development, implementation, and appraisal—to lead your organization confidently through crises.
- Develop the skills to design and drive risk-preparedness programs, ensuring your organization thrives amid turbulence.
- Learn how to create champions of continuity within your team and embed resilience as a strategic organizational advantage.

# Who Should Attend

This program is ideal for managers, supervisors, and specialists in the public and private sectors who are responsible for continuity management, risk management, communications, or public relations—and who are committed to championing organizational resilience. It is also highly recommended for entrepreneurs and business owners who want to ensure their businesses remain prepared, adaptable, and sustainable amid today's turbulent and unpredictable environment.



# Program Faculty



**Karen S. Tria**

Adjunct Faculty  
Asian Institute of Management

Karen Tria is a seasoned disaster risk management and resilience professional with over a decade of experience. She holds a Master's degree in Disaster Risk and Crisis Management from the Asian Institute of Management.

Karen's expertise lies in a range of areas, including Community-based Disaster Risk Management (CBDRM), Crisis Management, Business Continuity Management, Anticipatory Actions, Humanitarian and Emergency Response, Disaster Preparedness, Project Management, Stakeholder Engagement, Learning Design, Disaster Recovery/ Rehabilitation, Climate Change Adaptation.

In recent years, Ms. Tria has been recognized as a technical consultant and an expert by local and international organizations and the government, highlighting her expertise in the field. She continues to drive impactful initiatives for sustainable disaster resilience.

# Program Fee

**PHP 70,000 or USD 1,260\***

\*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

Alumni Status will be granted upon completion of the program.

Upon completion of the program, the participant will earn **two (2)** unit, which can be credited toward the following:

- Postgraduate Certificate in Development and Crisis Management
- 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](mailto:SEELL@aim.edu) or visit our website at <https://aim.edu/executive-education/>



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