



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

FT EXECUTIVE
EDUCATION
2025 RANKING

Business Leadership

Develop the agility and vision to lead in business



Business Leadership

Develop the agility and vision to lead in business

PROGRAM OVERVIEW

The building blocks approach and progression of learning themes, modules, and topics deliberately become more complex, as the participant engages coparticipants, faculty, peers, and colleagues as learning partners.

PROGRAM OBJECTIVES

The program aims to:

- Develop business acumen and leadership agility of managers.
- Deepen participants' capabilities, competencies, and management thinking to operate in an intense and challenging business environment.
- Sharpen participants' futures thinking and leadership skills for crafting novel and innovative solutions, organizational renewal and engagement, and corporate transformation strategy.

PROGRAM FEE

₱50,000 or approximately USD 900*

**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!

KEY TOPICS

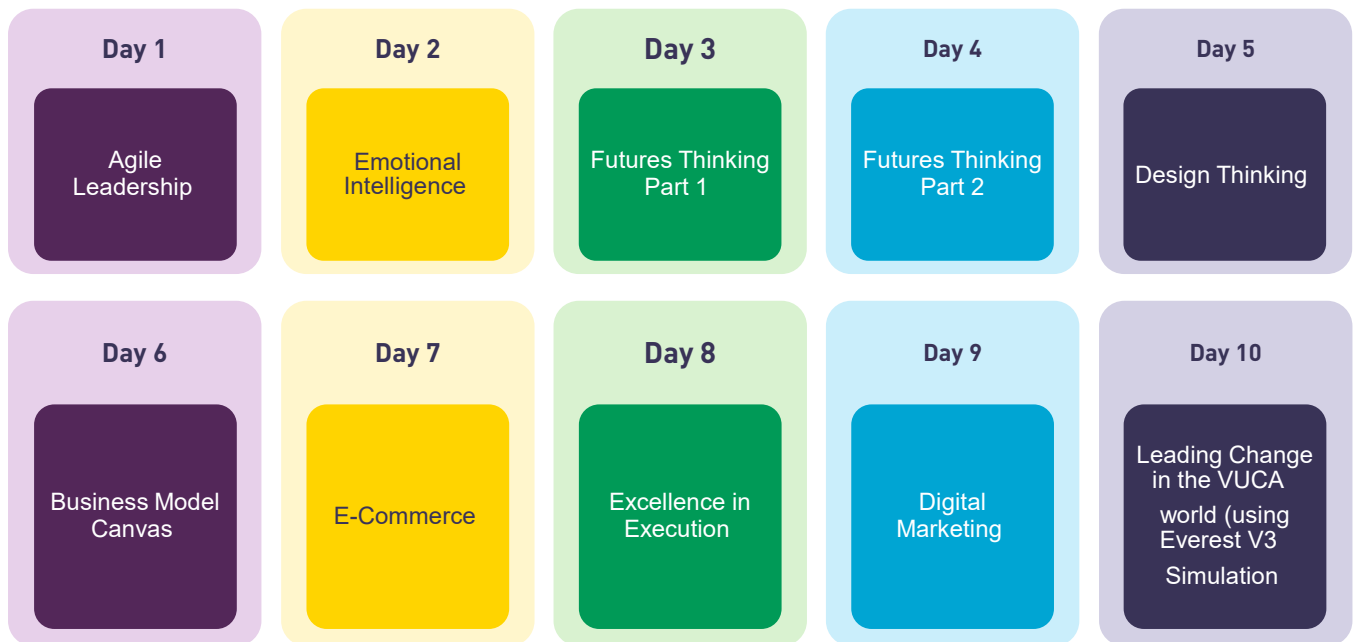
- The Agile Leader in the Age of Disruption
- Futures Thinking
- Design Thinking and Business Model Innovation
- Marketing in the Digital Age
- Leading and Managing Change in the VUCA world
- Management Excellence and Integration



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



KEY BENEFITS

The program will challenge the participant's leadership agility, mental toughness, management cadence, big-picture thinking, insightful learning, and collaborative attitude, as well as prime them for self-awareness, personal mastery, and transformational leadership in today's business context.

WHO SHOULD ATTEND

The Business Leadership Program is designed for first-line, middle to upper-level managers, functional leaders and specialists, entrepreneurs, and family business owners. Managers who join the program want to develop business acumen and the ability to lead the organization in a highly competitive environment. They aim to establish themselves from functional experts to business leaders with a big picture outlook of a Business Unit Head, General Manager, or a CEO.

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



YOUR PROGRAM FACULTY



Ivy Rose D. Samson

Clinical Professor
Asian Institute of Management

Ivy Samson is a human resource professional with solid experience in the facets of human resource management, particularly in organizational change management and transformation, talent management, leadership development.

As a learning professional, Ivy serves as an adjunct faculty at the Asian Institute of Management, School of Executive Education and Lifelong Learning. Concurrently, she is a Senior Management Consultant of Prosults Consulting LLP, Singapore, and an independent management consultant to business organizations in several industries. Ivy also acts as an executive coach and advisor, facilitator, and resource speaker to companies and other learning publics.

A graduate of BS in Psychology at Colegio de San Juan de Letran. She took up her MBA from Ateneo Graduate School of Business; and earned her degree in Doctor of Philosophy in Educational Leadership and Management at De La Salle University, Manila.



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



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 one (2) 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/>



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



**SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING**



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Manageme
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