



ASIAN
INSTITUTE OF
MANAGEMENT

SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



EXECUTIVE
EDUCATION
2025 RANKING

AI ACADEMY

POWERED BY



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Generative AI for Productivity and Decision Intelligence

A foundational program for professionals who want to use AI well, not just fast.



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About the Program

Artificial Intelligence adoption is accelerating across industries, yet many organizations struggle to move beyond experimentation into real operational value.

The AIM AI Academy Powered by Techedify is a structured capability pathway designed to equip professionals with the thinking discipline, governance awareness, and practical skills required to implement AI responsibly and effectively.

Rather than focusing on tools alone, the program emphasizes critical thinking, structured problem solving, and process-driven AI integration. Participants learn how to identify meaningful AI opportunities, design practical solutions, and integrate AI into workflows with measurable outcomes.

Developed by the Asian Institute of Management School of Executive Education and Lifelong Learning in partnership with Techedify, the Academy builds execution-ready AI capability for professionals and organizations.

Gen AI Fundamentals

A foundational program that equips professionals to use Generative AI effectively for better decisions and productivity.

Why this Program matters

- AI tools are now widely accessible, yet access to technology alone does not guarantee better outcomes.
- Many professionals begin using Generative AI without clearly defining the problem they are trying to solve, the decisions that need to be supported, or the potential risks involved. This often leads to misleading or unreliable outputs, poor or overconfident decision-making, over-reliance on automated responses, and reduced trust in AI systems.
- GenAI Fundamentals addresses this challenge by placing thinking discipline before tools.
- Participants learn how to frame problems clearly, apply structured reasoning, and design AI assistants that support real professional work responsibly and effectively.



FOR INQUIRIES:

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Program Overview

GenAI Fundamentals: Enhancing Productivity and Decision Support is a six-day foundational program designed to build both AI literacy and practical capability.

Participants will learn how to:

- Strengthen critical thinking and problem-solving skills
- Understand AI and Generative AI in clear, non-technical language
- Identify when — and when not — to apply AI
- Design and build a role-based Custom GPT aligned with real job responsibilities

The program culminates in a hands-on Custom GPT design workshop, where participants build a practical AI assistant grounded in structured thinking and responsible AI practices.

What Participants Will Be Able to Do

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

- Frame problems clearly before applying AI
- Apply structured decision-making frameworks
- Explain AI and Generative AI concepts in plain language
- Recognize risks such as bias, hallucinations, and automation bias
- Identify appropriate and responsible AI use cases
- Design and build a Custom GPT aligned with their professional role

Program Objective

To equip participants with strong thinking foundations and practical AI capability, enabling them to responsibly design and use Custom GPTs that improve productivity and decision quality.



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Who Should Attend

This program is designed for professionals across sectors, including:

- Managers, supervisors, and team leaders
- Innovation, transformation, and digital leaders
- Project managers and functional team members
- Professionals from the public, private, nonprofit, and academic sectors

No technical or coding background is required.

LEARNING CONTENT

Module 1

Critical Thinking & Problem-Solving Foundations

Module 2

Structured Decision-Making & Bias Awareness

Module 3

AI Literacy & Responsible AI Use

Module 4

Generative AI & Prompting Fundamentals

Module 5

Custom GPT Design Principles

Module 6

Custom GPT Creation & Integration Workshop



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Why This Program Is Different

This is not a “prompt hacks” or tool demonstration course.

It is a thinking-first AI program designed to help professionals use Generative AI responsibly, purposefully, and with confidence in real organizational contexts.

YOUR PROGRAM FACULTY



Professor Alberto Mateo, Jr.

School Head and Clinical Professor
Asian Institute of Management School of Executive Education and Lifelong Learning

Professor Alberto “Albert” Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Prof. Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions.

He is currently the Head of the Asian Institute of Management School of Executive Education and Lifelong Learning. Prior to joining the Institute, he served as the President and Managing Director of Hewlett-Packard (HP Inc.) and Pfizer, Inc. in the Philippines.



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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 .33 units, which can be credited toward the following:

- Postgraduate Certificate in AI Business Professional.
- Postgraduate Diploma in Management

***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/>



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