



TRACER WORLD
YOUR SUCCESS PARTNER

Basic Management Program

Preparing greater management roles



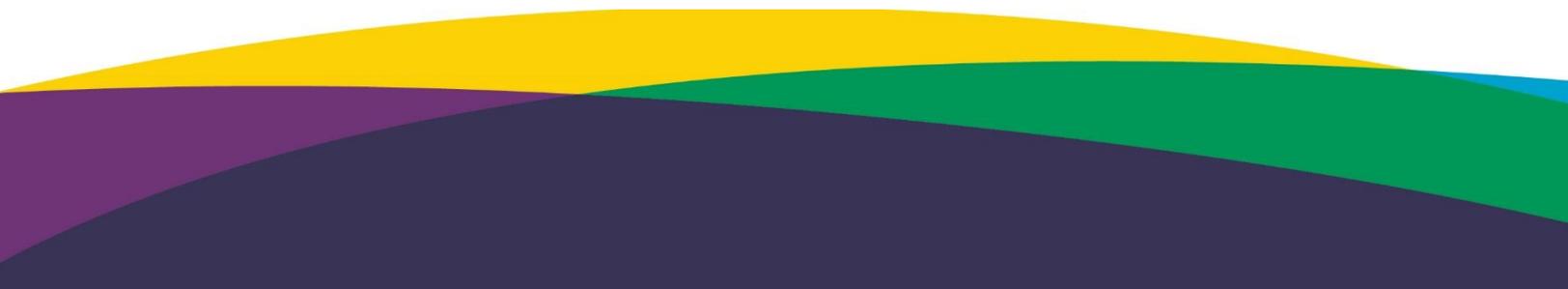
Overview

The Basic Management Program is an interactive training program that will develop critical communication and leadership skills necessary to execute strategy and build trust within teams.

Designed for middle-level managers, very senior supervisors and entrepreneurs, the program focuses heavily on understanding the management process, the overall functional organization of the company, and the cross-functional relationships among its units for a collaborative approach to management.

Objectives

The program aims to give a detailed understanding of how the management process is executed. It aims to develop essential communication and leadership skills. Participants will also be walked through a rigorous Critical Thinking module, which aims to develop how they communicate insights and recommendations to senior management.



Program Learning Content

Day 1

Transition to Management

Day 2

Foundations of Management (POLC)

Day 3

Foundations of Management (POLC)

Day 4

Foundations of Management (POLC)

Day 5

Foundations of Management (POLC)

Day 6

Critical Thinking and Decision Making (SAPADAPA)

Day 7

Critical Thinking and Decision Making (SAPADAPA)

Day 8

Critical Thinking and Decision Making (SAPADAPA)

Day 9

Critical Thinking and Decision Making (SAPADAPA)

Day 10

Critical Thinking and Decision Making (SAPADAPA)

Day 11

Continuous Process Improvement

Day 12

Continuous Process Improvement

Day 13

Continuous Process Improvement

Day 14

Continuous Process Improvement

Day 15

Continuous Process Improvement



Day 16

Data Analytics

Day 17

Data Analytics

Day 18

Data Analytics

Day 19

Data Visualization
and Storytelling

Day 20

Data Visualization
and Storytelling

Day 21

Fundamentals of People
Management

Day 22

Fundamentals of People
Management

Day 23

Fundamentals of People
Management

Day 24

Fundamentals of People
Management

Day 25

Fundamentals of People
Management

Day 26

Coaching for Leaders

Day 27

Language of Business and
Managing Costs and Profits

Day 28

Language of Business and
Managing Costs and Profits

Day 29

Language of Business and
Managing Costs and Profits

Day 30

Language of Business and
Managing Costs and Profits



Day 31

Service Management
and Operations

Day 32

Service Management
and Operations

Day 33

Strategic Project
Management

Day 34

Strategic Project
Management

Day 35

Strategic Project
Management

Day 36

Strategic Project
Management

Day 37

Strategic Project
Management

Day 38

Self-Mastery & Emotional
Intelligence

Day 39

Situational
Leadership

Day 40

Individual Capstone
Action Learning Project
(With Mentoring)

Day 41

Individual Coaching



Key Benefits

Participants will be trained in analysis and problem-solving, experience the management process, and practice effective management skills through the participative discussion method of learning.

By attending the program, participants will be able to:

- Understand organizational functional units and relationships
- Experience the management process
- Practice effective management skills
- Develop analytical and problem-solving tools
- Enhance self-confidence
- Learn and use effective skills in communication and presentation
- Prepare a Comprehensive Business Plan for your Business for overall business growth

Who Should Attend

The program is recommended for start-up business owners, individual contributors who have just been promoted as people managers, child of owners, early-career professionals, and potential management candidates. The program is likewise recommended for middle to senior executives with technical background needing further development in people management and business management skills.





Program Faculty

Alberto G. Mateo Jr.

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

Professor Alberto G. 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. Professor 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 School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.

PROGRAM FEE

USD 2,750

Interested in early bird or group discounts?

Group enrollments offer:

Get 5% off the program fee for group of 3 to 6 pax
and 10% for group of 7 pax and above

PROGRAM DELIVERY

This program is delivered through a HYBRID format.

PROGRAM SCHEDULE

For program dates, please contact Tracer World at tracerworldinquiry@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 two (2) units, which can be credited to the following:

- Postgraduate Certificate in Management Development
- 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/>

