



TRACER WORLD
YOUR SUCCESS PARTNER

Strategy Management for Business Leaders

Excellent Plan, Formulate, and Execute Breakthrough
Business Strategies

FT EXECUTIVE
EDUCATION
2025 RANKING

Overview

A company's business strategy serves as a compass that creates a vision and direction for the organization. It aligns stakeholders, partners, and employees with the company's strategic goals and priorities, anchored on its mission, vision, and corporate values.

In today's competitive environment, a well-defined corporate strategy helps business leaders keep their sights on organizational priorities while ensuring readiness for future challenges. To effectively compete and drive business profitability, companies must be agile and flexible to plan, formulate, and execute well-developed corporate business strategies that consider internal strengths and weaknesses, competitor threats, and market opportunities.

The Strategy Management for Business Leaders Online Program will develop your ability to innovate, formulate, and execute strategies that will gain a competitive advantage for your business. You will learn proven business models, frameworks, theories, and strategic tools through hands-on exercises, interactive lectures, and lively discussions of actual business cases.

By joining the program, you will build your cross-functional skills, as well as capabilities and know-how in developing and implementing corporate strategy across the company and develop a holistic plan for the future.

Objectives

This interactive online program will enable you to learn the strategic framework that delivers desired business results and growth. You will be able to establish a structured approach to examine opportunities, challenges, and prospects of change in the business environment. You will gain fresh strategic insights that will help you drive company growth and profitability.

The different modules in the program will develop your strategic thinking, ability to execute plans with excellence, and your ability to lead the organization more effectively.



Program Learning Content

Module 1

Environmental Analysis

Module 2

Strategy Formulation and
Implementation

Module 3

Balanced Scorecard and
Excellence in Execution

Module 4

Strategic Negotiation

Module 5

Filipino Branding as a Strategy

Module 6

Business Leadership
and Branding

Module 7

Online Business Simulation
Game





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 1,190

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/>