



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

FT EXECUTIVE
EDUCATION
2025 RANKING

AI for Managers & Functional Leaders





Program Overview

Artificial Intelligence is rapidly reshaping how organizations compete, operate, and generate value. Leaders across marketing, operations, finance, and human resources now face a new challenge. They must understand how AI influences decision making, productivity, and strategic advantage. Many professionals recognize the importance of AI. However, they lack practical frameworks to translate AI capabilities into business outcomes

Revenue leadership is evolving quickly. Organizations are moving from intuition driven decisions toward data driven and AI enabled strategies. Marketing teams now rely on predictive analytics and automated content generation. Operations leaders use AI for forecasting and process optimization. Finance teams leverage intelligent analytics to improve risk modeling and planning accuracy. HR leaders apply AI to workforce analytics and talent strategy. Leaders who understand these capabilities can unlock measurable value. Those who do not risk falling behind.

This executive program provides a structured pathway for professionals to build practical AI literacy and leadership capability. Participants explore key AI technologies, business applications, and strategic frameworks. The program focuses on real organizational use cases rather than technical theory.

Participants will gain the ability to identify AI opportunities, evaluate implementation risks, and design responsible adoption strategies. They will also develop the skills required to lead AI initiatives across functional teams.

The strategic value of the program lies in its practical orientation. Participants leave with an AI roadmap tailored to their organizational context. This ensures that learning translates directly into actionable business impact.

Program Objectives

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

- 1 **Explain the key concepts and technologies that enable modern artificial intelligence systems.**
- 2 **Analyze how AI influences competitive advantage, operational efficiency, and business models.**
- 3 **Evaluate AI use cases across marketing, operations, finance, and human resource functions.**
- 4 **Design practical functional AI initiatives (Finance, Marketing, HR, Operations) that align with business priorities and organizational capabilities.**
- 5 **Assess ethical risks, governance structures, and responsible AI practices in organizations.**
- 6 **Develop an functional AI strategy roadmap (Finance, Marketing, HR, Operations) that supports sustainable organizational transformation.**

Intended Participants

This program is designed for professionals and functional leaders who want to understand how AI can create business value within their organizations. Participants may include managers, directors, consultants, and senior specialists working in marketing, operations, finance, human resources, or strategy roles. The program is relevant across industries such as technology, financial services, consulting, healthcare, retail, logistics, manufacturing, and professional services. Entrepreneurs and digital transformation leaders who are responsible for innovation initiatives will also benefit from this program.

Program Learning Content

Session 1

AI Landscape, Business Transformation, and Core AI Technologies for Leaders

- Explain how AI technologies are reshaping global industries.
- Identify major categories of AI used in business environments.
- Analyze the role of data in AI systems.
- Evaluate the strategic implications of these technologies

Session 2

AI Business Models and Competitive Advantage

- Analyze how AI creates competitive advantages.
- Evaluate data driven business models used by leading organizations.

Session 3

AI Applications Across Business Functions Part 1

- Identify AI applications in marketing and customer experience.
- Analyze how AI supports operational efficiency and supply chain performance.
- Evaluate use of cases that improve productivity and decision quality.

Session 4

AI Applications Across Business Functions Part 2

- Identify AI applications in marketing and customer experience.
- Analyze how AI supports operational efficiency and supply chain performance.
- Evaluate use of cases that improve productivity and decision quality.

Session 5

Designing an Enterprise AI Strategy

- Identify strategic AI opportunities within an organization.
- Develop a prioritization framework for AI initiatives.

Session 6

AI Governance and Responsible AI

- Evaluate ethical risks and governance structures required for AI adoption.
- Design responsible AI guidelines for organizations.





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.



Edwin A. Concepcion

Adjunct Faculty
Asian Institute of Management

Edwin A. Concepcion is a prominent expert in data privacy, technology, and innovation. He is a Fellow of Information Privacy (FIP) with the International Association of Privacy Professionals (IAPP) and holds a comprehensive suite of global certifications, including CIPP/E, CIPP/US, CIPM, and CIPT.

Prof. Concepcion currently serves as the Head of DPaaS Excellence and Support for ASEAN at Straits Interactive Pte Ltd. He is a certified Lead Implementer for multiple ISO standards, including Information Security (ISO/IEC 27001), Privacy Information Management (ISO/IEC 27701), and Compliance Management Systems (ISO 37301). His work in emerging tech also extends to his role as a researcher for the Center for AI and Digital Policy (CAIDP).

He is an Adjunct Faculty member at the Asian Institute of Management and a certified trainer for the Professional and Evaluation Certification Board (PECB). He holds a Master of Science in Innovation and Business from the Asian Institute of Management and a Bachelor of Science in Business Administration from De La Salle-College of Saint Benilde.



Rei Nikolai T. Magnaye

Adjunct Faculty
Asian Institute of Management

Rei Nikolai T. Magnaye is a leading expert in behavioral cybersecurity, forensic cyberpsychology, and information security governance. He is currently pursuing a PhD in Forensic Cyberpsychology at Capitol Technology University and holds a Master in Cybersecurity (with High Distinction) from the Asian Institute of Management, an MBA from Ateneo de Manila University, and a Bachelor of Science in Nursing from the University of Santo Tomas.

Prof. Magnaye currently serves as the Chief Information Security Officer (CISO) for Equicom Savings Bank and the Data Protection Officer (DPO) for Equicom Solutions and Medilink Network. His extensive career includes senior leadership and consulting roles at Ernst & Young (EY), St. Luke's Medical Center, and TDCX Philippines.

He holds several global certifications, including Certified Information Systems Security Professional (CISSP) and Certified Information Systems Auditor (CISA). He is also an ISC2 Authorized Instructor and serves as the Communications Committee Chair for the Information Security Officers Group (ISOG) in the Philippines.



Matthew George Escobido

Adjunct Faculty
Asian Institute of Management

Matthew George Escobido previously served as Program Director for the Asian Institute of Management's DOST-Leaders in Innovation Fellowship and the Master of Science in Innovation and Business. He also founded AIM's Analytics Lab and Innovations Lab.

He holds a Master in System Design and Management degree from the Massachusetts Institute of Technology, a Master of Science in Mechanical Engineering degree from Toyohashi University of Technology, and has completed all but the dissertation for a Ph.D. in Physics at the University of the Philippines.

His areas of expertise include analytics, innovation, and operations.



Program Details

Format

Synchronous Online Learning

Duration

6 half days (18 hours)

Schedule

Dates to be announced

Fee

PHP 50,000.00

Earning a Postgraduate Certificate and Diploma

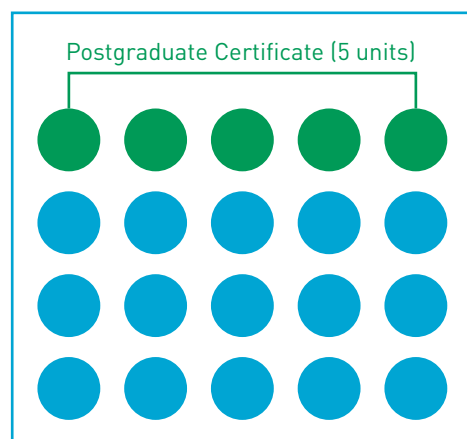
The Asian Institute of Management School of Executive Education and Lifelong Learning (AIM-SEELL) offers Postgraduate Stackable Certificate Courses across various areas of concentration and disciplines. These courses build an individual's qualifications and distinguish their professional value. The stackable format allows professionals to develop their expertise in a personalized and more manageable manner.

By successfully completing the AIM-SEELL programs, participants can accumulate credentials over time, stack them toward earning a Postgraduate Certificate in an area of their choice, and ultimately work toward a Postgraduate Diploma in Management. This leads to greater career opportunities, professional advancement, and potentially higher-paying roles.

Credential Pathways

Successful completion of this program grants participants one (1) unit, which may be credited towards a Postgraduate Certificate in Leadership and Management.

Postgraduate Certificates require five (5) units earned within two (2) years. Participants will also earn one (1) unit which can be credited to the Postgraduate Diploma in Management. The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.



Postgraduate Diploma (20 units)

Eligible Programs

For guidance on other eligible programs for Postgraduate Certificates or to design your personalized learning journey with the Asian Institute of Management School of Executive Education and Lifelong Learning (AIM-SEELL), please email us or visit our website.



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