



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

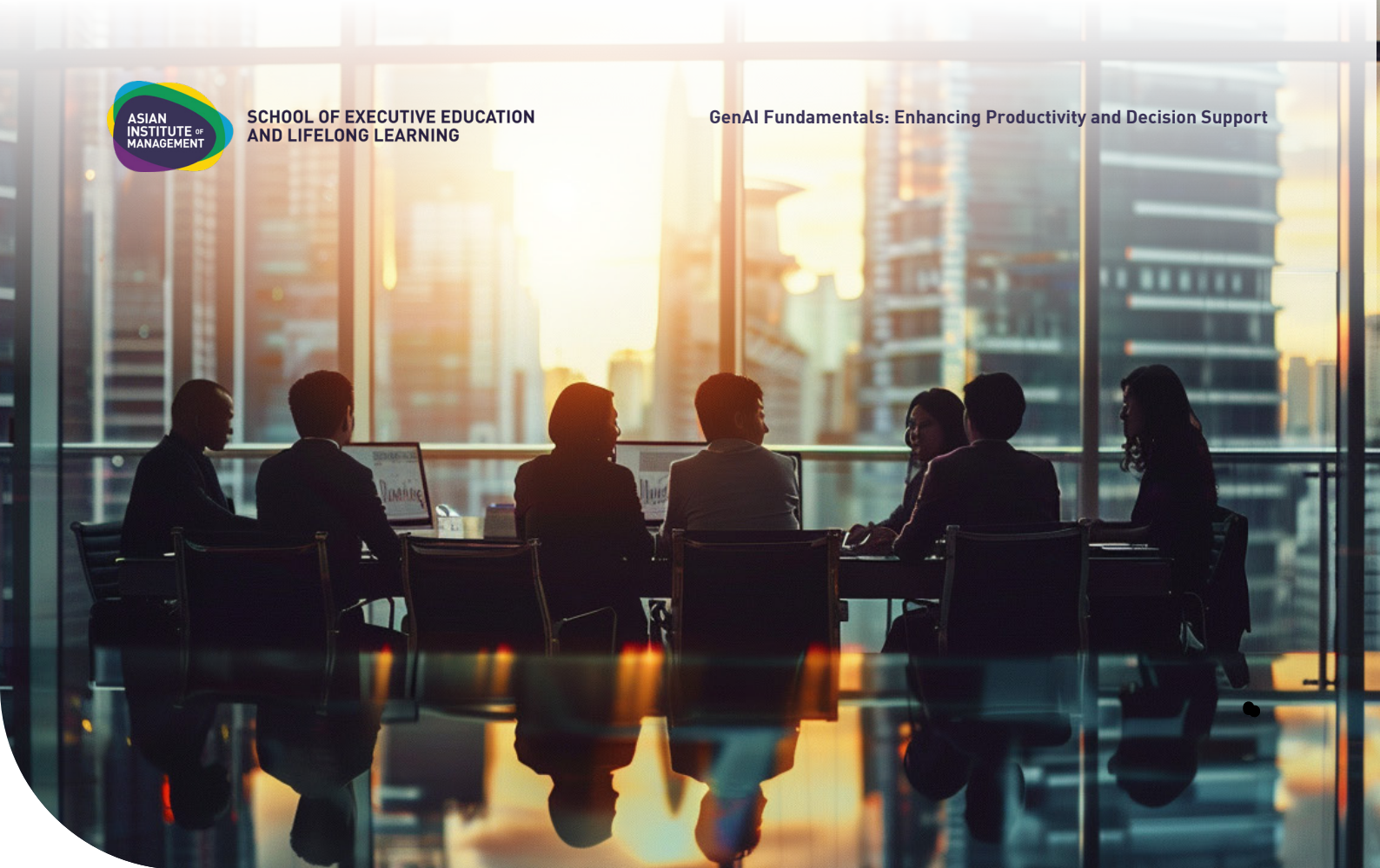


EXECUTIVE
EDUCATION
2025 RANKING

Generative AI for Productivity and Decision Intelligence

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





Why this program matters

AI tools are now everywhere — but better tools don't automatically lead to better results. Many professionals jump straight into using Generative AI without clearly defining the problem, success criteria, or risks. The result?

- Misleading outputs
- Poor decisions
- Over-reliance on AI
- Lost trust in technology

GenAI Fundamentals addresses this gap by putting thinking discipline first, before tools. Participants learn how to frame problems clearly, make better decisions, and design AI assistants that actually support real work — responsibly and effectively.

Program Overview

GenAI Fundamentals: Enhancing Productivity and Decision Support

is a 6-day foundational program designed to help professionals

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

The program culminates in a hands-on Custom GPT creation workshop, grounded in structured thinking and responsible AI use.

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 confidently 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 to their professional role**

Program Goal

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.

Who should attend

This program is designed for professionals across sectors, including:

Managers, supervisors, and team leads

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 required.

Learning Journey at a Glance

Total duration: 6 days

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

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.



Program Details

Format

Live online

Program Units

1/3 Units

Schedule and Duration

1 Day
May 4 and 5, 2026
(8:30am to 12:00nn)

Fee

PHP 9,900.00

Faculty

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Earning a Postgraduate Certificate and Diploma

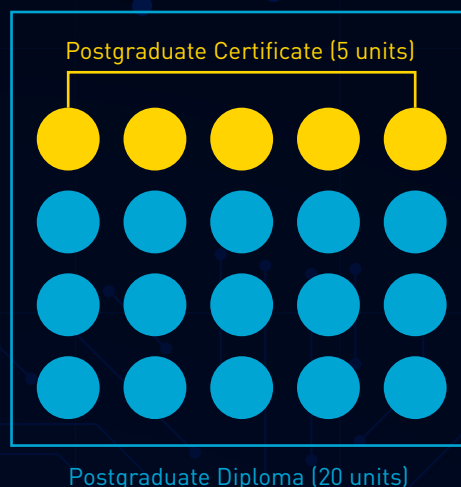
AIM SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized 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 .3 unit, 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**





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<https://executiveeducation.aim.edu>



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