



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



POST GRADUATE DIPLOMA PROGRAM IN **GENERAL MANAGEMENT**











12 Months, Online | AIM Alumni Status and Benefits



**ASIAN
INSTITUTE OF
MANAGEMENT**

Programme Summary

Post Graduate Diploma in General Management

 Institute Name Asian Institute of Management	 Programme Duration 12 Months	 Cost USD 3250	 Learning Mode Online	 Weekly effort 7-9 hours/week
 Faculty AIM faculty	 Guest Faculty/ Industry Experts Mid-Senior Industry Practitioners	 Programme Leader Senior Industry practitioners	 Eligibility A Bachelor's degree in English medium or an equivalent qualification in any discipline from Universities as recognized by AIM	 Certificate Upon successful completion of the programme, participants will be awarded a verified digital certificate by AIM

Learning Experience

- **Live Sessions -**
40+ Live interactive lectures by the AIM faculty and Industry Experts
- **On Demand learning -**
Re-watch any lesson/ concept for deeper understanding
- **Pre-recorded videos with AIM Faculty -**
Learn at your own pace, around your busy schedule
- **World-class faculty -**
Learn from the best faculty and industry practitioners
- **High-quality videos -**
Great learning experience, even while on-the-move

Frequently Asked Questions

Are there any LIVE sessions with the institute faculty in this course?

Yes 40+ LIVE sessions will be conducted by AIM School faculty. Apart from this, the remaining lectures would be high-quality pre-recorded sessions to give flexible learning given time constraints of working professionals.

Is there on-campus immersion in this course?

Yes, there is a 1-day campus experience and networking opportunity at the AIM School.

Who grades/ gives inputs on the assignments and projects?

Assignments are reviewed by the Emeritus grading team.

What if I miss the assignments for a particular week? Can I attempt them later?

An assignment that is not submitted by the due date is late. Late assignments will be accepted until one week after the programme end date, which is published on the programme homepage.

Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt Clearing sessions?

LIVE masterclasses are done by seasoned Industry professionals, who have real world experience in the domain. Doubt clearing sessions are carried out by the Program Leaders, as they monitor individual student progress.

Will Emeritus/ Institute help with placement services?

This course is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. As an additional service, we provide resume writing guidance, navigating job search and interview prep along with this course. However we do not offer placement services with our courses.

What if I don't find the course appropriate for me after starting the sessions? Can I seek a refund?

We encourage our learners to complete the course to fully understand the concepts and derive valuable learning outcomes. Should you still feel the need to stop your learning journey, a refund request can be initiated within 14 days of course commencement. However, after 14 days the course fee becomes non refundable.

What type of certificate will I receive?

Upon successful completion of the programme, you will receive a smart digital certificate. The smart digital certificate can be shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your LinkedIn profile. The digital certificate will be sent approximately two weeks after the programme, once grading is complete.

How long will I have access to the learning materials?

You will have access to the online learning platform and all the videos and programme materials for 12 months following the programme start date. Access to the learning platform is restricted to registered participants per the terms of agreement.

Overview

Adept management is crucial in shaping organizational culture and driving the implementation of transformations in an increasingly dynamic business environment. The world's increasing diversity and mobility make it imperative for organizations to invest in the development of working professionals to adopt a more global perspective and become proficient in managing cross-cultural teams.

Hence, professionals need to constantly learn, enhance, and sharpen their management skills for the practice and stronger understanding of contemporary management concepts.

Curated with a strong emphasis on real-world relevance to meet rapidly evolving industry needs and trends, the Post Graduate Diploma Program in General Management offered by the Asian Institute of Management is crafted to deliver multidisciplinary and multisectoral management learning in an applied context to enhance the critical perspectives of participants as they grow to assume leadership positions.



Talent is critical to every organization

Investment, through training and development, is the lynchpin to executing strategic priorities and giving an organization the best chance to thrive in an uncertain future.

Source: The Future of the Workforce, McKinsey, 2021

Program Highlights

This high-impact program is delivered via video lectures by eminent Asian Institute of Management faculty who possess the diverse knowledge and experience that will provide you with cutting-edge insights on pertinent business issues and a new perspective in an evolving market landscape. You gain the practical skills, actionable strategies, and innovative ideas required to drive within your organization.



Premium School Tag

Diploma from AIM, one of the Philippines' leading business schools with 4 Palmes of Excellence



Globally Relevant Curriculum

- 7 globally relevant courses for an in-depth understanding of critical aspects of business
- 500 hours of case studies, quizzes, real world examples and assignments



Renowned Faculty

Learn from 11 thought leaders who are renowned faculty at AIM



Flexible Mode of Delivery

72+ Hours of Pre-recorded bite sized video sessions' with '72+ Hours Pre-Recorded Video Lectures* from AIM faculty with for self-paced learning interspersed with live lectures from renowned AIM faculty and industry practitioners.



Live and Interactive Sessions

40+ live sessions with faculty OR industry experts



Career Coaching Opportunities

Access to AIM and Emeritus Career Services

The programme highlights mentioned above are subject to change based on faculty availability and the desired outcomes of the programme.

*This programme is primarily self-paced online with some live sessions conducted by programme faculty. The availability of post-session video recordings is at the discretion of the faculty members, and Emeritus or the institute cannot guarantee their availability. We have a

curated panel of distinguished industry practitioners who will conduct weekly live doubt-clearing sessions.

**Assignments will be graded by industry practitioners who are available to support participants in their learning journey, and/or by the Emeritus grading team. The final number of quizzes, assignments, and discussions will be confirmed closer to the start of the programme.

4 million future leaders enrolled at AACSB member schools, preparing to solve society's greatest challenges.

Source: aacsb.edu

The first school in Southeast Asia to receive accreditation from the US-based Association to Advance Collegiate Schools of Business (AACSB), globally recognized as having the world's highest standards.



Source: aim.edu

*The AACSB grants accreditation to less than 15 percent of business schools worldwide, and their seal of approval indicates that an institution is committed to academic rigor and continuous improvement.

Bringing world-class faculty members from AIM to you.

Be part of the illustrious alumni network of AIM when you earn the **Post Graduate Diploma Program in General Management** from one of the Philippines' leading business schools.

46,000+ Alumni in over 79 countries

16 Alumni Country Chapters

ASIAN
INSTITUTE OF
MANAGEMENT

What You Will Learn

Participants will obtain the knowledge and proficient management skills to address and add value to the multidimensional organizational challenges of tomorrow.

Gain

digital marketing
skills for effective
product/service ROI



Grasp
key functions in
management as
applied in practice

Drive

business innovation
for maximum
productivity



Advance
data-driven
decision-making
skills

Develop

and implement agile
business models



Learn
efficient team
building

Lead

business innovation
and manage financial
risk



Understand
financial implications
for businesses



Participate
in networking
events

Program in Numbers



190+
Recorded Video Lectures



95+
Assignments



70+
Case Studies



45+
Discussion Boards



20+
Quizzes/Polls/Games/SCORM



4
Demos/Simulations



140+
Additional Reading



40+
Live Sessions with Faculty OR Industry Experts



1-Day
Campus Immersion/Networking Opportunities

*Live session schedule and speaker is subject to change and confirmation will be provided post program start.

AIM Alumni Status and Benefits

AIM alumni can be found at the highest levels of responsibility in private, public, and non-profit sectors throughout the Asia-Pacific and in other parts of the world.

Join the vast network of AIM Alumni, and collaborate with an exclusive league of industry experts as you gain access to special resources, benefits, perks, and offers.

Networking Opportunities

- 46,000+ alumni in over 79 countries
- Use of facilities in the Knowledge Resource Center
- 20% off on AIM SEELL Courses
- Exclusive invites to events
- Alumni Engagement Platform www.myaimconnect.com

Use of Facilities in the Knowledge Resource Center

- 18,000 Printed Materials
- Half a Million Electronic Files
- Management Research Reports
- International Databases such as Euromonitor, EBSCO

Special Savings and Pricing

- Programs, Seminars, and Conferences
- Partner Establishments

Exclusive Invites to Events

- Brewing@AIM
- Class Reunions
- Annual Homecoming Events
- President's Cup
- Beer Pubs
- Mentoring Program
- Masterclasses



Emeritus Career Support

Stepping into a business leadership career requires a variety of job-ready skills. Below given services are provided by Emeritus, our learning collaborator for this program. The primary goal is to give you the skills needed to succeed in your career; however, job placement is not guaranteed.

Emeritus provides the following career preparation services:



Resume building
videos



Interview preparation
videos



LinkedIn profile building
videos



Interview guidebooks



Glossary of resume
templates

Note: AIM or Emeritus do not promise or guarantee a job or progression in your current job. Career Services is only offered as a service that empowers you to manage your career proactively. The Career Services mentioned here are offered by Emeritus. AIM is not involved in any way and make no commitments regarding the Career Services mentioned here.



In response to the dynamic environment of executive learning, SEELL is proud to offer Post Graduate Diploma Programs, the first of which is in General Management. Taught completely online by industry experts and featuring videos and learning activities, the program is accessed according to the convenience and pace of each student. And with our Alumni Office's expansive network and the generous resources of our Career Services Office, our graduates enjoy exclusive opportunities for career advancement.

Alberto G. Mateo Jr.

Clinical Professor
Head, School of Executive
Education and Lifelong Learning



Real-world Curriculum

The program consists of core modules covering the fundamentals of all the functions of management.

Module 1

Business Analytics for Decision Making

- Data Analysis
- Probability and Decision Making under Uncertainty
- Confidence Interval
- Hypothesis Testing
- Regression Analysis
- Multiple Regression Analysis
- Time Series Analysis and Forecasting
- Optimization

Module 2

People Management

- Introduction to Organizational Behaviour
- Personality and Values
- Attitudes, Emotions, and Moods
- Perception and Individual Decision Making
- Leadership Power and Communication
- Understanding Work Teams
- Organizational Culture Review and Integration
- Motivation and Reward System

Module 3

Operations and Supply Chain Management

- Introduction to Supply Chain Management
- Physical Retail versus E-Commerce Supply Chain
- Designing Global Supply Chain Networks
- Forecasting and Planning in Supply Chain Management
- Coordination in Supply Chain Management
- Scaling up Your Supply Chain
- Managing Uncertainty in Supply Chain
- Sustainability in Supply Chain

Module 4

Financial Statement Analysis

- Introduction to Unit and Accounting
- Statement of Financial Position, Statement of Comprehensive Income, and Statement of Cash Flows
- Financial Statement Analysis
- Working Capital Management
- Capital Budgeting
- Cost Behaviour and Cost Volume Profit Analysis
- Costs for Decision Making
- Performance Measurement and Evaluation Frameworks

Module 5

International Business

- Framing International Business
- Challenges and Opportunities in International Business
- Successful Strategies and Responses in International Business
- Overview of Asian Business Systems
- Starting, Growing, and Doing Business in Asia
- Competing in Asia
- Global Performance Management
- Coaching for Leaders

Module 6

Entrepreneurship and Innovation

- What Drives Entrepreneurship
- Ecosystems and Culture
- Product/Service Innovation with Design Thinking - Defining the Challenge
- Product / Service Innovation- Ideation
- Business Model Innovation
- Refining the Value Proposition
- Dual Transformation and Open Innovation
- Corporate Venture Capital and Innovation Management Systems

Module 7

Digital Marketing

- Introduction to Digital Marketing
- Traditional Digital Marketing Strategy
- Marketing Analytics
- Social Media Analytics
- SEO Analytics and Email Analytics
- Customer Journey Analytics
- Digital Marketing Strategies: SMART Goals, KPIs, and Website Design
- Digital Marketing Strategies: Social Media Marketing and Search Marketing

Industry Examples



Facebook



Apple Inc



Starbucks



FedEx



Metro Pacific

Case Studies



What Business Is Zara In?

Understand how fashion retailer ZARA solved challenges and achieved growth via a distinctive design-on-demand operating model.



Sequoia Capital

Examine the entrepreneurial opportunities in Southeast Asia through the lens of Sequoia Capital and uncover reasons for pursuing business/enterprise in the region.



Bonuses in Bad Times

Is paying a bonus an either/or choice? Is all decision making only about data and no emotion? What is the price of swinging towards one alternative?



Barsade

The contagion we can control. What role does awareness and consciousness play in one's ability to control the contagion? What are the physiological and neurological processes that influence one's thinking and action?



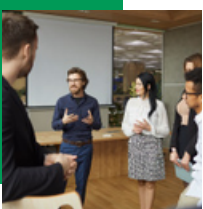
Bob's Meltdown

How does one communicate the need for change? How does the leadership hold everyone accountable for their behavior and ensure they are aligned with the organizational values?



Amazon.com: Supply Management

Focus on operations management, supply chain management, logistics, business strategy, or marketing, and how Amazon became one of the largest online retailer in the world.



Bradberry

What personality type is more successful in the workplace? Do the preferences, decide one's ability to perform in a role? What role does flexibility play?



Davenport

Examine how organizations like Amazon, Harrah's, Capital One, and the Boston Red Sox have dominated their fields by deploying industrial-strength analytics across a wide variety of activities.

Renowned Faculty



Alberto G. Mateo, Jr.

Clinical Professor | Head, School of Executive Education and Lifelong Learning
Asian Institute of Management | Faculty for Financial Statement Analysis

Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the Neuro Leadership 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.



Dr. Matthew George O. Escobido

Adjunct Faculty - Business Analytics for Decision Making
Asian Institute of Management

Matthew George O. Escobido is an Adjunct Faculty of the Institute. His expertise lies in Analytics, Innovation, and Operations. He was the Program Director for the Institute's Department of Science and Technology-Leaders in Innovation Fellowship programs and the former academic program director for the Master of Science in Innovation and Business. He started the Institute's Analytics Lab and Innovations Lab. He holds a Masters in System Design & Management from the Massachusetts Institute of Technology, a Master of Science in Mechanical Engineering at the Toyohashi University of Technology and an ABD (All but Ph.D. Dissertation) in Physics from the University of the Philippines.



Maria Eulalia M. Herrera

Adjunct Faculty - People Management
Asian Institute of Management

Maria Eulalia M. Herrera is an Adjunct Faculty at the Institute. She holds a Master of Arts in Learning Disabilities from Northwestern University, USA. She also has a Bachelor of Arts in Behavioral Science from De La Salle University Philippines. Her expertise lies in Human Capital Management. She was previously the Human Resources Manager at San Miguel Corporation and was formerly the Senior Vice President for Human Resources at Citigroup.

Renowned Faculty



Rebecca R. Ricalde

Adjunct Faculty - Operations and Supply Chain Management
Asian Institute of Management

Rebecca Ricalde began her professional career at Nestle Philippines in 2003, where she went from Sales and Marketing Trainee to Channel Sales Development Manager. After obtaining her MBA in the United States in 2011, she joined Amazon as an Operations Manager for the Pathways Leadership Program in Phoenix and then in Seattle as a Program Manager with the Global Customer Returns team.

Upon her return to the Philippines in 2013, Professor Rebecca took on the position as Head of Marketing for start-up 701 Search Inc. and then as Assistance Vice President for Digital Commerce at Voyager Innovations, Inc. Before joining AIM, Professor Rebecca was the Senior Vice President- Category Director for Consumer Goods at Lazada E-Services Philippines.

Professor Rebecca earned her MBA from the Wharton School of the University of Pennsylvania, majoring in Marketing and Operations Management and Strategic Management. She received her Bachelor of Science degree in Industrial Engineering from the University of the Philippines-Diliman. While at Wharton, she was also a Teaching Assistant for the Advance Study Project in Marketing and Director for the Wharton Women in Business.



Jose Adolfo M. Mariquit

Adjunct Faculty - International Business
Asian Institute of Management

Jam Mariquit has been working in the field of competitive intelligence (CI) and business strategy for over 25 years. He also used to serve as an air force fighter pilot. A pioneer of CI around the Asia Pacific region, he established the first CI knowledge process outsourcing (KPO) company in the Philippines in 2002. He has been involved in over a thousand intelligence projects worldwide. He has advised global multinational companies by supplying them with critical market, industry, company, and competitive intelligence to support business plans, expansion programs, market entry, mergers and acquisitions, and strategy development. He has worked in Hong Kong, Singapore, Jakarta, Boston, and New York. He has also trained over 10,000 Asian executives and managers in the art and science of CI. He is an expert in strategy, intelligence, scenarios, wargames, and negotiations.

Renowned Faculty



Maria Angelica B. Lleander

Adjunct Faculty - International Business
Asian Institute of Management

Ma. Angelica B. Lleander (Marian) is a leadership and team coach with a Professional Certified Coach credential from the International Coach Federation (ICF). She obtained her coaching training and certification from the Hudson Institute of Coaching (Santa Barbara, California) in 2012. She has been in the field of human resources development for more than 30 years, heading the country Human Resources functions of global companies such as Pfizer. She has a Master of Arts in Psychology degree from the Catholic University of America, a Master in Business Administration degree, and a Bachelor of Science degree in Psychology from the University of the Philippines.



Ronil S. Sujan

Adjunct Faculty - Entrepreneurship and Innovation
Asian Institute of Management

Ronil Sujan is a Certified Board Director, Entrepreneur, and Venture Capitalist. Prof Ronil brings over 25 years of leadership in banking and finance. He served in notable roles with Rabobank Group, including Co-Founder of Netherlands-based Rabobank in India and Managing Director and Head of Rabobank / Rothschilds for Asia-Pacific over 14 years. He is the Co-Founder and CEO of Raaga Holdings, a Singapore-based multi-asset investment firm. He also serves as Entrepreneur-in-Residence at INSEAD and as Adjunct Faculty at the Asian Institute of Management. Prof Ronil is an alumnus of INSEAD and a Citizen of Singapore.



Rafael L. Camus

Clinical Professor | Academic Program Director Master in Innovation and Business
Asian Institute of Management | Faculty for Entrepreneurship and Innovation

Rafael L. Camus is the Academic Program Director of the Master of Science in Business and Innovation program and a Clinical Professor at the Asian Institute of Management. Previously, he was the Head of Innovation for four years at ABS-CBN Corporation, the largest media conglomerate in the Philippines. As the Head of Innovation in ABS-CBN, he worked to establish the practice of Innovation across the entire organization by setting up the Innovation Consulting Group and working with the operating business units to ideate and implement their projects. The group became the company's center of excellence in the fields of Design Thinking, Agile, Lean Startup, and Business Model Design.

Renowned Faculty



Stephanie B. Guerrero

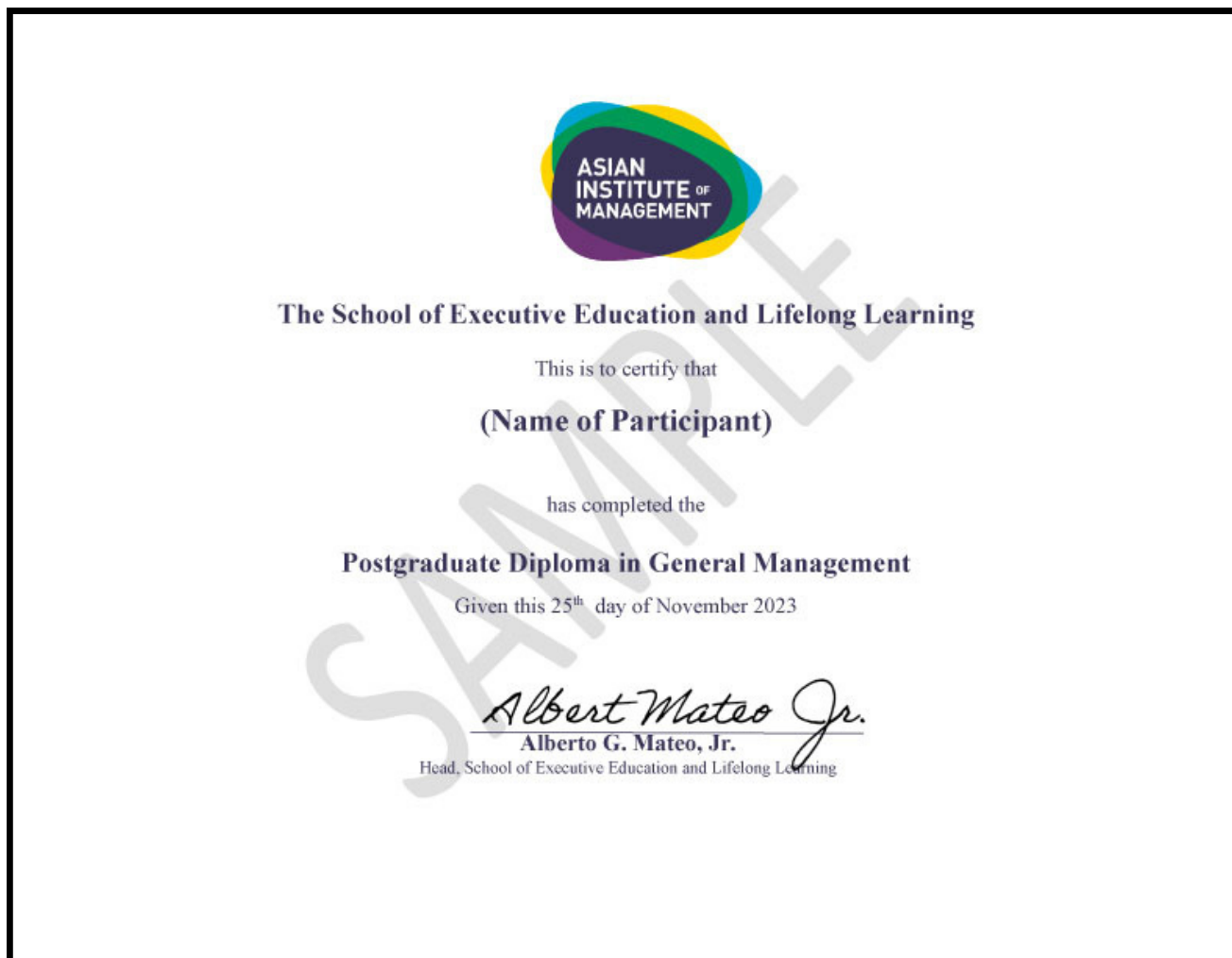
Adjunct Faculty - Digital Marketing
Asian Institute of Management

Stephanie Balois Guerrero has over 18 years of experience in marketing and sales. She has experience in digital marketing, brand development, brand building, customer marketing, and operations in the Philippines, South East Asia, and the US. She has worked in established organizations such as Unilever, Citibank, AXA, and Warner Bros, and start-up environments such as Uber and Tim Hortons Philippines. Her exposure to different industries, such as food and beverage, fast-moving consumer goods, financial services, banking, entertainment, and tech, make her an excellent resource for different types of businesses. She is currently the Chief Operating Officer of Evident Integrated Marketing and PR and is passionate about purpose marketing and esports. Stephanie has a degree in Industrial Engineering from the University of the Philippines and an MBA from Harvard Business School.

Note - Programme Faculty for the live sessions might change due to unavoidable circumstances, and revised details will be shared closer to the programme start date.

Certificate

Upon successful completion of the program, participants will receive a verified digital certificate from the Asian Institute of Management.

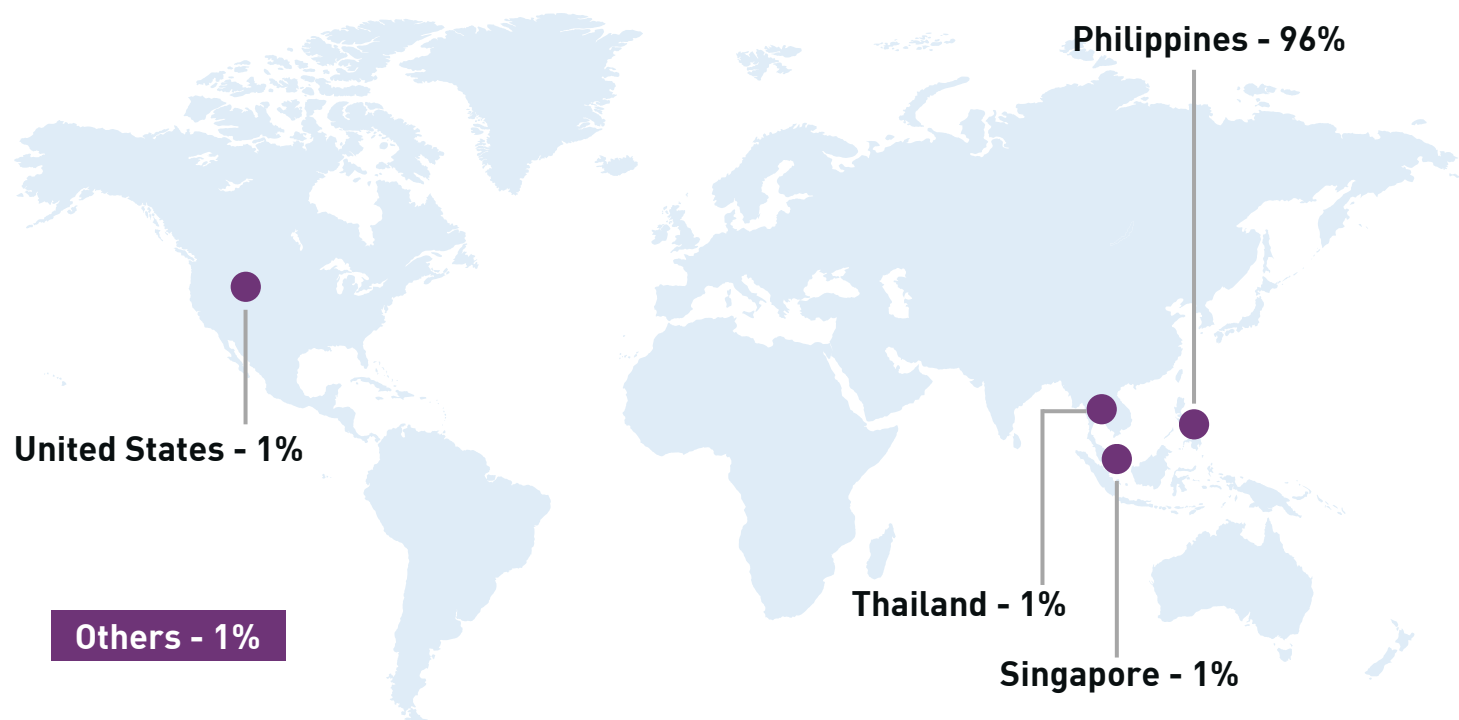


Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of the Asian Institute of Management.

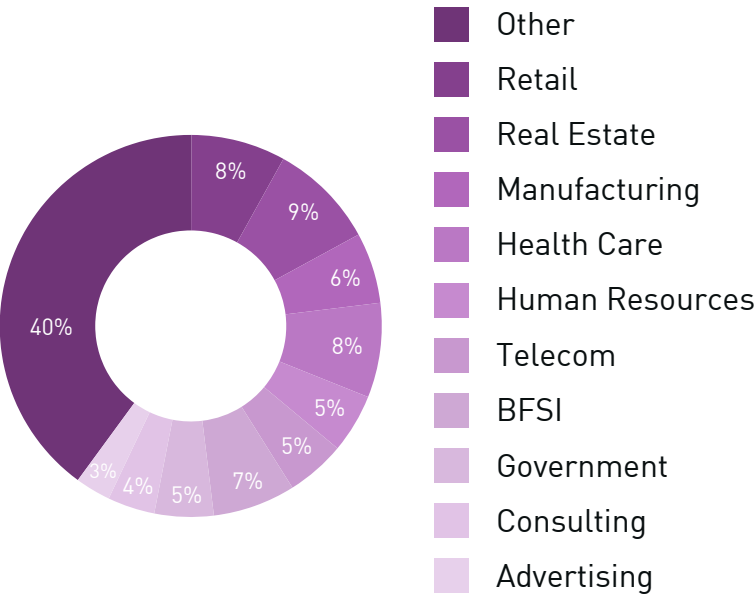
*Emeritus or the institute does not guarantee availability of any live faculty session recordings.

PAST PARTICIPANTS

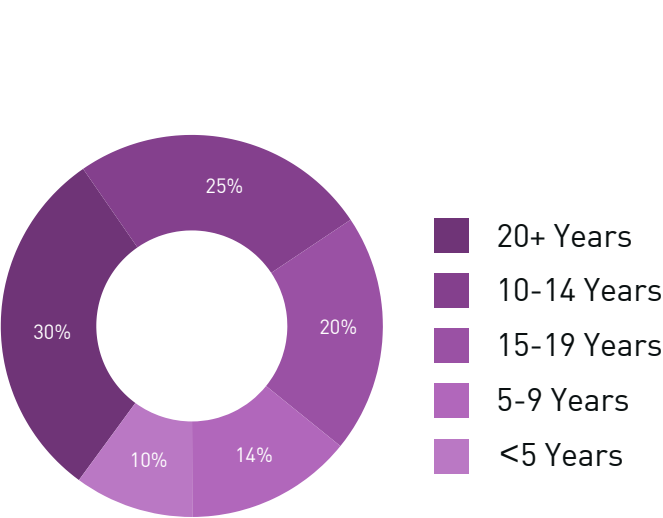
Top Countries Represented



Industries



Work Experience



Admission Requirements

Eligibility

A Bachelor's degree in English medium or an equivalent qualification in any discipline from Universities as recognized by AIM.

Work Experience

Executives transitioning from technical to managerial roles or mid to senior managers wanting to improve their existing skills and understand the latest management principles and applications to assume more responsibilities.

English Proficiency Requirements

Applicants should meet requirements for either A or B:

A. Applicants may provide their successfully completed Bachelors degree whereby the medium of instruction was conducted in the English language. Applicants must provide their degree certificate and/or marksheet which clearly shows the medium of instruction was in English.

B. For applicants holding a successfully completed Bachelors degree whereby the medium of instruction was conducted in a language other than English, applicants should provide their degree certificate and marksheet and also one of the following:

1. Evidence of completion of a course with Emeritus.
2. IELTS Academic with an overall band score of not less than 6.
3. Should either 1 or 2 be not available, Emeritus will provide the applicant with the Pearson test of written and spoken English (Versant test) for which they must score a minimum of 59.

Application Fee

Round	Application Fee	Deadline
Round 1	US\$30	April 12, 2024
Round 2	US\$50	April 26, 2024
Round 3	US\$75	May 10, 2024

Note: Admission reviews will be conducted by Emeritus.

Program Details



Program Fee:
US\$3,250



Program Duration:
12 Months, Online
7-9 Hours/Week



Program Starts:
28 June, 2024

About The Asian Institute of Management (AIM)

The Asian Institute of Management (AIM) is an Asian pioneer in management education. The Institute was founded in 1968 by a consortium of prominent business leaders, Philippine academic institutions, and the Harvard Business School. AIM is the first school in Southeast Asia to receive accreditation from the US-based Association to Advance Collegiate Schools of Business (AACSB), globally recognized as having the world's highest standards. Throughout its history, the Institute has sought to empower students to thrive in challenging, rapidly shifting environments. It achieves this by encouraging a more considerate, effective, and sustainable approach to business in society.



The Wall Street Journal

Complimentary Annual Digital WSJ Membership

As a participant in the program, you can enjoy a complimentary annual digital membership to The Wall Street Journal, giving you unlimited access to award-winning journalism across any device. From business and world news, to technology and life and arts, WSJ provides ambitious and fact-based reporting that readers can trust.





About Emeritus

The Asian Institute of Management is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programs. Working with Emeritus gives AIM the advantage of broadening its access beyond its on-campus offerings in a collaborative and engaging format that stays true to the quality of AIM.

Emeritus' approach to learning is built on a cohort-based design to maximize peer-to-peer sharing and includes live video lectures with world-class faculty and hands-on project-based learning.

More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.



SCHEDULE A CALL

APPLY NOW

Our responses may take up to 72 hours during weekends and holidays.

*This number only receives messages and not calls.