



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Systems Thinking Online Program

Understand Interrelationships
among the Elements of a System
to solve Modern and Complex Business Problems

Six half-days starting March 2, 2021



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to solve modern and complex business problems

OVERVIEW

Systems Thinking presents a different way of thinking - a shift of mind to look at familiar things from a new perspective. In the early days of modern science, the prevailing idea of reductionist approach took hold: you can understand a system by taking it apart and study each part in isolation. In contrast, the complexities in a VUCA world (Volatile, Uncertain, Complex and Ambiguous) require us to see the whole picture rather than focusing on just its parts.

The lens of systems thinking emphasizes looking at wholes rather than parts. It explores the interconnections of the cause and effect relations among elements of a system. These interconnections form a feedback loop structure which causes the behavior of the system over time. This valuable insight leads to guidelines for designing systemic interventions.

PROGRAM OBJECTIVES

- To introduce the basic principles of Systems Thinking
- To introduce the basic characteristics of systems and the importance of systemic thinking in organizational life.
- To develop whole brain thinking skills
- To use systems thinking as a platform for enhancing innovation and creativity
- To practice a "shift of mind" framework to understand complexity by viewing systems as a whole and using the view to find the effective leverage as insights for breakthrough solutions.
- To develop the skill to create your own causal loop diagram to analyze the problematic behavior of systems
- To help take your first step toward becoming a systems thinker

WHAT YOU WILL LEARN

- How does our brain work and why do we need to understand this in studying systems
- Why we need Whole Brain Thinking skills in Systems Thinking
- Fundamentals of Systems Thinking
- How to see and understand structure
- Systems Archetypes as Structural Pattern Templates
- More System Archetypes Applications

KEY BENEFITS

- Understand how our brains work and why we do not take to systems thinking naturally
- How to use system thinking skills to enhance creativity & innovation
- Using right brain thinking skills in seeing the Big Picture
- Moving from Linear thinking to closed-loop thinking

WHO SHOULD ATTEND

The program is recommended for senior executives, functional area managers, planners, and strategists who are seeking a fresh way of thinking to resolve complex business problems and to maximize benefits from business opportunities.

PROGRAM SCHEDULE

March 2, 4, 9, 16, 18, 23, 2021
8:30 AM to 12:30 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 30,000.00 or USD 600.00
*USD 1 = PHP 50.00

YOUR PROGRAM FACULTY



Fernando Martin Y. Roxas, DBA
Professor, Operations
Executive Director, Dr. Andrew L. Tan Center
for Tourism
Asian Institute of Management

To find out how you can participate,
contact us at SEELL@aim.edu or
visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at
<https://go.aim.edu/seellprogramcalendar>



FOR INQUIRIES:

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Your Program Faculty



Fernando Martin Y. Roxas, DBA
Professor, Operations
Executive Director, Dr. Andrew L. Tan Center for Tourism
Asian Institute of Management

Prof. Fernando Y. Roxas, DBA, teaches Operations Management, Supply Chains, Systems Thinking, and other basic modules in the Degree and Executive Learning Programs of the Institute. He has published internationally in peer-reviewed tourism journals such as *Current Issues in Tourism* and has written various articles on a systems approach to tourism management (*The World Financial Review*, *World Futures: The Journal of New Business Paradigm*). He is also the pioneer and premier proponent of the multi-media case format in AIM. He obtained his Master's degree in engineering geology from the Asian Institute of Technology in Bangkok, Thailand, and an MBA from the Asian Institute of Management. He obtained his Doctor of Business Administration with High Distinction from De La Salle University. He is also the Executive Director of the Dr. Andrew L. Tan Center for Tourism where he develops training programs and research on Sustainable Tourism.



Antonio Ma. C. Perez
Adjunct Faculty
Asian Institute of Management

Prof. Antonio Ma. Perez teaches Systems Thinking, Balanced Scorecard, Quantitative Analysis and Operations Management. Prior to joining AIM, he was a regular lecturer in Operations Management and Decision Analysis in the MBA program of the Malaysian Institute of Management in Kuala Lumpur. Prof. Perez obtained his MBA degree from the University of California Los Angeles (UCLA) with major in Management Information Systems. He was elected member to the Beta Gamma Sigma, the national honor society for students in Business Administration in the U.S.A. He completed a course on Systems Dynamics at the Massachusetts Institute of Technology.

