



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

ONLINE CERTIFICATE PROGRAM

# Cross-Functional Training for Managers and Supervisors

Developing Multi-Faceted and Agile Leaders to  
Drive Breakthrough Growth for the Company

**Program starts 10 May 2021**



## ONLINE CERTIFICATE PROGRAM

# Cross-Functional Training for Managers and Supervisors

Developing Multi-Faceted and Agile Leaders to Drive Breakthrough Growth for the Company

### OVERVIEW

Companies today operate in highly complex, competitive, and volatile industries and require multi-functional collaboration between key teams like Finance, Human Resources, Marketing, and Operations. In contrast to a traditional team management setting with a silo working culture, a cross-functional team is where groups with different functional expertise collaboratively work together toward a common goal.

Cross-functional teams require well-organized, collaborative, and agile leadership. The key to driving business growth, retaining high-potential employees, and honing a competitive advantage for the company is to develop the cross-functional knowledge, skills, and competencies of functional leaders, supervisors, and managers.

By joining the program, leaders will expand their capabilities and develop a wide array of knowledge of their organization's business model and functional linkages. They will make strategic actions and operational decisions equipped with a holistic perspective, linking operations plans to customer experience, financial results, and human capital management.

With effective cross-functional leaders, the company will reach new heights, achieve breakthrough business strategies and growth, and address an array of organizational challenges in a collaborative manner with a team-winning spirit.

### SCHEDULE

May 10, 12, 14, 17, 19, 21, 24, 26, 28, 31,  
June 2, 4, 7, 2021

8:30 AM to 12:00 PM on all dates

### FORMAT

Live Online

### FEES

PHP 60,000.00 or USD 1,200.00

\*USD 1 = PHP 50.00

**Alumni status will be granted  
upon completion of the program**





## PROGRAM OBJECTIVES

This interactive online program aims to expand the business perspective of cross-functional leaders, managers, and supervisors. It will teach the principles and framework of key functional areas like Finance, Marketing, Human Resources, and Operations to develop their cross-functional skills, knowledge, decision-making, and collaboration capabilities.

By joining the program, participants will develop their understanding of cross-functional linkages in their organization and the different processes and tools for planning and executing cross-functional efforts. The program will enable them to explore innovative approaches to tasks and responsibilities and drive business growth with a cross-functional mindset.

## KEY BENEFITS

### Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn from AIM's world-class faculty and its network of industry leaders and practitioners.

### Gain a Holistic Business Perspective and Deeper Understanding of Cross-Functional Linkages

The program helps leaders, managers, supervisors, and individual contributors develop a broader business perspective and a deeper understanding of the cross-functional linkages between key teams in an organization, such as Finance, Marketing, Human Resources, and Operations.

### Enhanced Leadership and Management Skills

The program enhances the participants' capability to lead and manage in a cross-functional setting, improving performance, planning, collaboration, and execution of cross-functional efforts.

## WHO SHOULD ATTEND

**Managers, Supervisors, and Individual Contributors** who want to gain a broader understanding of their business understand the linkages between key functional teams and improve their leadership and management skills in a cross-functional and collaborative setting.

**Entrepreneurs and Business Owners** who want to manage their business better by strengthening their understanding of the linkages between key functional areas in any organization

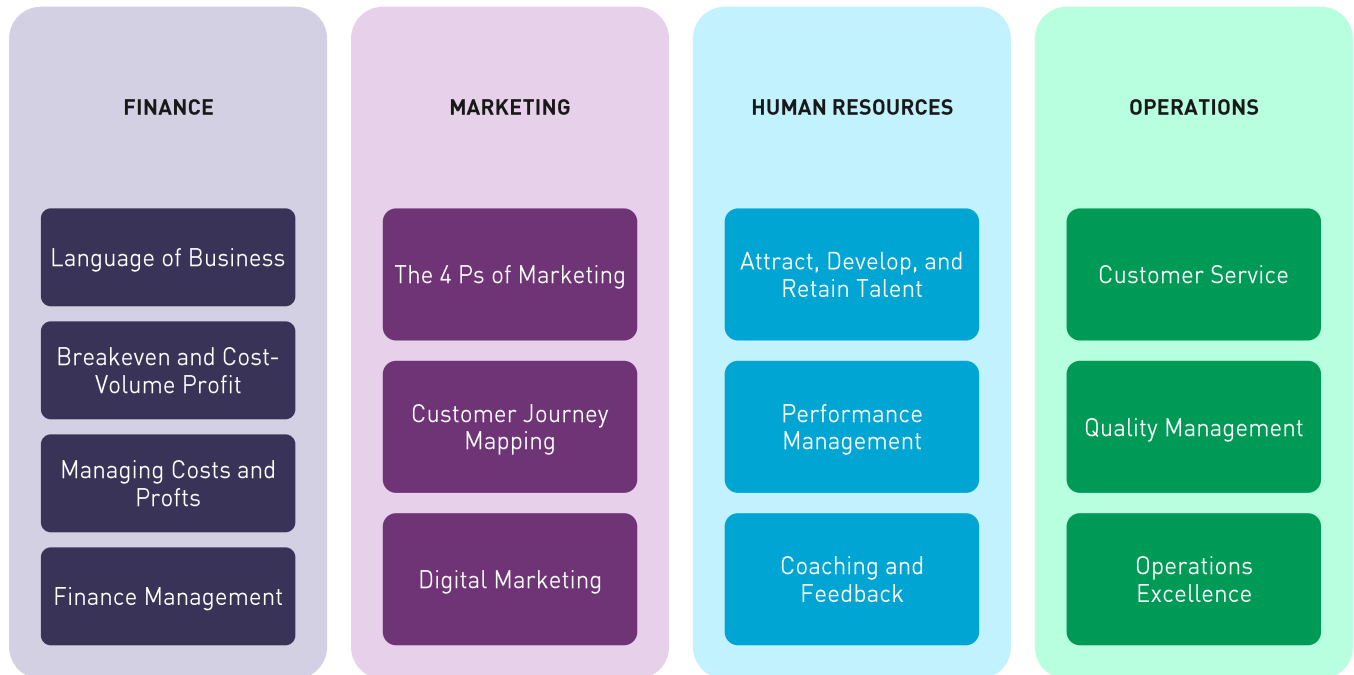


### FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)

## WHAT YOU WILL LEARN

### CROSS-FUNCTIONAL AND AGILE LEADERSHIP



**MODULE A: The Agile and Cross-Functional Leader**

**MODULE B: Fundamentals of Finance and Business Management**

**MODULE C: Foundations of Marketing and Digital Marketing**

**MODULE D: Operations Customer Service and Quality Management**

**MODULE E: Principles of People and Human Capital Management**

**MODULE F: The communication framework necessary for collaborative critical thinking initiatives**

**MODULE G: Application to day-to-day cross-functional collaboration and problem-solving**

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## Your Program Faculty

**Alberto G. Mateo, Jr.**

Clinical Professor and 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.

**Emmanuel Q. Canivel**

Clinical Professor, Finance & Accounting  
Asian Institute of Management

Prof. Emmanuel Q. Canivel is an Adjunct Faculty of the Institute. His expertise lies in Strategic Management, Financial Institutions Risk Management, Corporate Risk Management, Investment Institutions Risk Management, Asset Liability Management, and Structured Trade Finance. He has a Master in Business Management and graduated with Distinction at the Institute. He also has academic background in Management Engineering at the Ateneo de Manila University.

**Rebecca R. Ricalde**

Clinical Professor, Marketing  
Head, School of Executive Education and Lifelong Learning  
Asian Institute of Management

Professor Rebecca Ricalde began her professional career at Nestle Philippines in 2003, where she went from Sales and Marketing Trainee to Channel Sales Development Manager in four years' time. After obtaining her MBA in the United States in 2011, she became Operations Manager for the Pathways Leadership Program in Arizona and then moved to Amazon in Seattle as its Worldwide Customer Returns Program Manager.

Upon her return to the Philippines in 2013, Professor Rebecca took on the position of Senior Marketing Manager at Ayosdito.ph before joining Voyager Innovations, Inc. as its Assistance Vice President for Digital Commerce. Before joining AIM, Professor Rebecca was the Senior Vice President for Customer Experience at Lazada E-Services Philippines.

Professor Rebecca earned her MBA from the Wharton School of the University of Pennsylvania. She was also a teaching Assistant for an Advance Study Project in Marketing and Director of Wharton Women in Business. She received her Bachelor of Science in Industrial Engineering from the University of the Philippines.

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**Stephanie B. Guerrero**

Adjunct Faculty  
Asian Institute of Management

Stephanie Balois Guerrero has over 15 years' experience in marketing and sales. She has experience in digital marketing, brand development, brand building, customer marketing, and operations, not only in the Philippines but in South East Asia and the US as well. She has worked in established organizations such as Unilever, Citibank, AXA, and Warner Bros, and start-up environments such as Uber. 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. Prior to teaching, she was Marketing Director for Tim Hortons, Philippines. She is passionate about the consumer and is an advocate of digital marketing.

Stephanie has a degree in Industrial Engineering from the University of the Philippines and an MBA from Harvard Business School.



**Maria Angelica B. Lleander**

Adjunct Faculty  
Asian Institute of Management

Ma. Angelica B. Lleander (Marian) is a leadership and team coach with an Associate 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.



**Rene T. Domingo**

Retired Associate Professor

Prof. Rene Domingo was formerly with Ricoh Watch Philippines, Inc. where he served as a director, head of the corporate planning division, production control manager, and quality control circle coordinator. In 1979, he went on an intensive one-year on-the-job training on the just-in-time (JIT) method of production at Toyota in Japan under a grant from the Japanese government, and subsequently specialized in the operations problems of Japanese joint venture companies in Southeast Asia. Before joining AIM, he taught computer science and production management at the Ateneo de Manila University. Prof. Domingo holds a Bachelor of Science in Industrial Engineering (Magna Cum Laude) from the University of the Philippines (1975), and a Master of Science in Management Engineering from the Nagoya Institute of Technology, Japan (1979).

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## Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate 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 Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants **two (2) units** which can be credited to the following:

- Post-Graduate Certificate in Financial Management
- Post-Graduate Certificate in Marketing Management
- Post-Graduate Certificate in Human Resource Management
- Post-Graduate Certificate in Operations Management

*\*Post-Graduate Certificates require five (5) units earned within two (2) years.*

Participants will also earn **two (2) units** which can be credited to the following:

- Post-Graduate Certificate in Basic Management
- Post-Graduate Certificate in Management Development

Participants will also earn **two (2) units** which can be credited to the Post-Graduate Diploma in Management.

*\*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*



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## ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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