



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Basic Management Online Program

Preparing high-potential leaders for
greater management roles



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OVERVIEW

The Basic Management Program is an interactive training program that will develop critical communication and leadership skills necessary to execute strategy and build trust within teams. Designed for middle-level managers, very senior supervisors and entrepreneurs, the program focuses heavily on understanding the management process, the overall functional organization of the company, and the cross-functional relationships among its units for a collaborative approach to management.

PROGRAM OBJECTIVES

The program aims to give a detailed understanding of how the management process is executed. It aims to develop essential communication and leadership skills. Participants will also be walked through a rigorous Critical Thinking module, which aims to develop how they communicate insights and recommendations to senior management.

WHAT YOU WILL LEARN

- Management Communications
- Management Processes
- Critical thinking in Business
- Business Statistics
- Language of Business
- Managing Cost and Profits
- Quality Management
- Customer Service Management
- Project Management

KEY BENEFITS

Participants will be trained in analysis and problem-solving, experience the management process, and practice effective management skills through the participative discussion method of learning.

By attending the program, participants will be able to:

- Understand organizational functional units and relationships
- Experience the management process
- Practice effective management skills
- Develop analytical and problem-solving tools
- Enhance self-confidence
- Learn and use effective skills in communication and presentation

WHO SHOULD ATTEND

The program is recommended for first-line managers, unit supervisors and entrepreneurs..

PROGRAM SCHEDULE

July 5 to August 27, 2021
Mondays to Fridays
8:30AM to 12:00PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via Zoom

PROGRAM FEE

PHP 150,000.00 or USD 3,000.00
*USD 1 = PHP 50.00

Post-Graduate Stackable Certificate:
General Management = 6 Units

YOUR PROGRAM FACULTY



Ma. Eulalia Herrera

Clinical Professor, Leadership
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



Maria Eulalia M. Herrera

Clinical Professor, Leadership
Asian Institute of Management

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



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