Strategic Disaster Risk Management and Leadership Online Program

Keep your Organizations Afloat by Planning Ahead of Disasters and Crises

Program runs August 2021, November 2021, March 2022
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OVERVIEW
We have been witnesses to beleaguering disasters and crises in the first quarter of 2020 - ones that have brought significant changes and implications to Asian societies and industries. From the US-Iran tensions, Taal Volcano eruption in the Philippines, the unfortunate plane crash in NIA, through the current global crisis brought by COVID-19, these events present a challenge to policy makers from both private and public sectors in understanding disaster resilience and formulating active measures to ensure continuity of business and society as a whole.

The SDRMLP puts emphasis on the management and leadership aspects that will enable participants to (i) analyze and evaluate considerations and implications of disasters and crises, (ii) design strategic interventions and develop implementable plans, and (iii) manage and mobilize diverse functions, teams and skills for results. The program is designed to enhance the participants’ problem-solving, decision-making, and team-mobilization skills especially in volatile or extreme contexts and conditions.

PROGRAM OBJECTIVES
The SDRMLP puts emphasis on the management and leadership aspects that will enable participants to:

- Analyze and evaluate considerations and implications of disasters and crises
- Design strategic interventions and develop implementable plans, and
- Manage and mobilize diverse functions, teams and skills for results

WHAT YOU WILL LEARN
In Week 1, students will learn how to analyze the disaster risk environment and its operating context. In the following week (Week 2), students will be better equipped in dealing with problems and challenges in managing disasters and crises through knowledge of economic theories and financial tools. In Week 3, students will learn to develop coordinated and integrated approaches to address different types of disasters and crises towards the primary goal of building resilience. Coupled with the understanding of leadership strategies and frameworks, students are expected to be able to better manage teams in implementing their plans and programs. Week 4 will be about enhancing skills in communication through use of data analytics and visualization and basic principles in risk communication. During this week, the students can also have an opportunity for online consultations with the esteemed AIM professors and disaster experts and present their projects aimed at implementing holistic, evidence-based strategies and innovative solutions towards building resilience.

KEY BENEFITS
- Understand the operational context of Disaster Risk and Crisis Management and its related concepts and frameworks
- Identify the main actors in disaster resilience and recognize their roles and impacts in disaster management cycle
- Analyze complex situations through new ways of thinking and understand its implication in your own industry and operational environment
- Formulate realistic and implementable plans and strategies in achieving resiliency during disasters and crises

WHO SHOULD ATTEND
The program is recommended for executives, leaders, managers, departments heads, officers, professionals, and practitioners involved in Disaster Risk and Reduction Management from Public and Private sectors. The program is also recommended for companies involved in the Supply Chain of Disaster Risk Management, and private sector organizations needing a risk preparedness and reduction strategy or business continuity plan.

FOR INQUIRIES:
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PROGRAM SCHEDULE (8 HALF-DAYS)
BATCH 1: August 11 to 27, 2021
August 11, 13, 16, 18, 20, 23, 25, 27, 2021
8:30 AM to 12:00 NN (GMT+08) on all dates

BATCH 2: November 10 to 26, 2021
November 10, 12, 15, 17, 19, 22, 24, 26, 2021
1:30 PM to 5:00 PM (GMT+08) on all dates

BATCH 3: March 2 to 18, 2022
March 2, 4, 7, 9, 11, 14, 16, 18, 2022
8:30 AM to 12:00 NN (GMT+08) on all dates

PROGRAM FORMAT
Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE
PHP 60,000.00 or USD 1,200.00*
*Based on USD 1 =PHP 50. The prevailing exchange rate at the date of payment may apply.

YOUR PROGRAM FACULTY

Eula Bianca J. Villar, PhD
Adjunct Faculty
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
Learning Content

The 8½-day program will have the following modules per day.

**Day 1**
- Language of Disasters
- Science and Technology in DRCM
- Science of Geologic Hazards (Earthquake Risk Reduction)

**Day 2**
- Science and Technology in DRCM
- Science of Hydro-Meteorological Hazards
- Week 1 Review and Culminating Activities

**Day 3**
- Economics of Disasters
- Science and Technology in DRCM
- Science of Pandemics

**Day 4**
- Disaster Risk Financing and Insurance
- Week 2 Review and EMDRCM information session

**Day 5**
- Service Continuity Plan of PH Government (PSCP)
- Leadership Strategies and Ethical Dilemma

**Day 6**
- Organizational Resilience and Business Continuity Planning
- Week 3 Review and Culminating Activities

**Day 7**
- Data Analytics and Visualization in Disaster and Crises
- Crisis Communication

**Day 8**
- Online Consultations for Final Project
- Presentation of proposals for resilience action plans
Your Program Faculty

Eula Bianca J. Villar, PhD
Adjunct Faculty
Asian Institute of Management

Dr. Eula Bianca Villar is an Adjunct Faculty at the Asian Institute of Management. Her thematic expertise is centered on organizations that navigate disaster and crisis contexts. She holds a PhD (Cum Laude) from La Salle - Universitat Ramon Llull University in Barcelona, Spain and was awarded a European Union Marie Curie Fellowship. She has taught at the graduate and undergraduate levels in De La Salle University College of Business, Silliman University - School of Public Affairs and Governance, and La Salle - Universitat Ramon Llull Department of Business and Technology. She has worked with international NGOs and small businesses as a research consultant on how to navigate and foster innovation and resilience in crisis contexts. She has also authored academic and non-academic articles on organizational resilience, sustainability, and disaster management. She is deeply driven in pursuing research and educational themes related to organizing processes in disaster contexts, innovation in the humanitarian space, and sustainable entrepreneurship.