



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

ONLINE CERTIFICATE PROGRAM

Strategy Management for Business Leaders

Excellently Plan, Formulate, and Execute
Breakthrough Business Strategies

Program runs in July 2021 and January 2022



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OVERVIEW

A company's business strategy serves as a compass that creates a vision and direction for the organization. It aligns stakeholders, partners, and employees with the company's strategic goals and priorities, anchored on its mission, vision, and corporate values.

In today's competitive environment, a well-defined corporate strategy helps business leaders keep their sights on organizational priorities while ensuring readiness for future challenges. To effectively compete and drive business profitability, companies must be agile and flexible to plan, formulate, and execute well-developed corporate business strategies that consider internal strengths and weaknesses, competitor threats, and market opportunities.

The Strategy Management for Business Leaders Online Program will develop your ability to innovate, formulate, and execute strategies that will gain a competitive advantage for your business. You will learn proven business models, frameworks, theories, and strategic tools through hands-on exercises, interactive lectures, and lively discussions of actual business cases.

By joining the program, you will build your cross-functional skills, as well as capabilities and know-how in developing and implementing corporate strategy across the company and develop a holistic plan for the future.

SCHEDULE (2 Batches)

July 26, 28, 30, August 2, 4, 6, 9, 11, 13, 16, 18, 20, 2021

1:30 PM to 5:00 PM (GMT+08)

January 10, 12, 14, 17, 19, 21, 24, 26, 28, 31, February 2, 4, 2022

8:30 AM to 12:00 PM (GMT+08)

FORMAT

Live Online

FEES

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.

Alumni status will be granted upon completion of the program





PROGRAM OBJECTIVES

This interactive online program will enable you to learn the strategic framework that delivers desired business results and growth. You will be able to establish a structured approach to examine opportunities, challenges, and prospects of change in the business environment. You will gain fresh strategic insights that will help you drive company growth and profitability.

The different modules in the program will develop your strategic thinking, ability to execute plans with excellence, and your ability to lead the organization more effectively.

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 the following from AIM's world-class faculty and its network of industry leaders and practitioners.

Deepened Understanding of Strategy Formulation and Execution

You will learn strategic concepts, frameworks and tools needed to scan and analyze the external and internal environment, as well as effectively develop and implement corporate strategies. These include SWOT, TOWS, PESTEL, and the Five Forces. You will learn strategy formulation, execution, balanced scorecard, and strategic negotiations.

Practical Applications to Real-life Business Scenarios

You will be able to test your business acumen and skills for boosting business growth and profitability through an interactive and fun online Business Simulation Game. The program will also allow you to immediately apply what you have learned to real-life business scenarios and work environments.

WHO SHOULD ATTEND

Business owners, general managers, business unit heads, functional managers, and other leaders responsible for driving strategic growth and business profitability

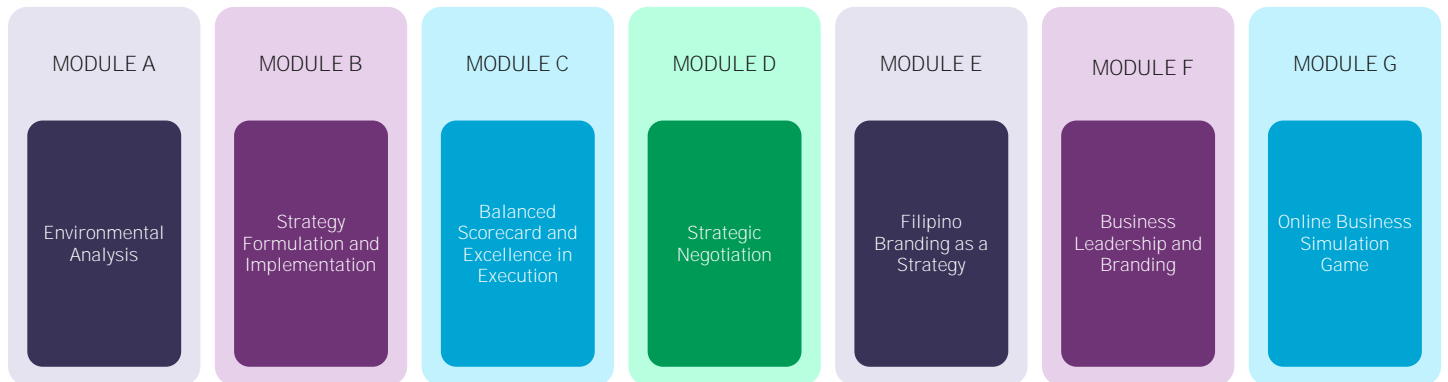
Managers and professionals who need to expand their strategic thinking and understand and appreciate the dynamics of managing business recovery and growth in a competitive and volatile environment



FOR INQUIRIES:
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123 Paseo de Roxas, Makati City Philippines 1229
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WHAT YOU WILL LEARN

PROGRAM LEARNING CONTENT

**MODULE A: Environmental Analysis**

Expose participants to the importance of scanning and understanding the macroeconomics and its relationship to formulating strategy and setting business goals and direction.

MODULE B: Strategy Formulation and Implementation

Provide participants with a clearer understanding of the inter-relationships of the different business functions and how these shape corporate strategy and implementation.

MODULE C: Balanced Scorecard and Excellence in Execution

Equip the participants with tools to help them clarify strategy, articulate and communicate business priorities, monitor progress and measure performance.

MODULE D: Strategic Negotiation

Provide the participants with negotiation skills needed to manage and resolve conflicts with mutually-beneficial results.

MODULE E: Filipino Branding as a Strategy

Enlighten and inspire participants to expand their creative capacity to do Filipino branding to their products/ services.

MODULE F: Business Leadership and Branding

Teach the participants ways on how to communicate their key differentiation as a leader taking into account their values and passion, and how these can be authentically seen and heard at work and beyond.

MODULE G: Online Business Simulation Game

Enable the participants to apply learning from the program through a virtual business simulation game that is interactive, risk-free and that mimics real environment.



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Your Program Faculty



Alberto G. Mateo, Jr.
Clinical Professor, Finance and Leadership
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.



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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate 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 Management Development
- Post-Graduate Certificate in Strategy Management

*The Postgraduate Certificates require five (5) units earned within two (2) years.

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

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 or visit our website at <https://executiveeducation.aim.edu>



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