



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Strategic Project Design and Management Online Program

Design and Manage Projects that Deliver  
on your Long-term Business Goals

Program starts July 2021, February 2022



# Strategic Project Design and Management Online Program

Design and Manage Projects that Deliver on your Long-term Business Goals

## OVERVIEW

In today's environment of disruptive innovations, Strategic Project Management provides companies with a proven management framework to align the established strategic projects and priorities with the company's vision and competitive value proposition. The Strategic Project Management Online Program will create the necessary link in the analysis, choice, and implementation of these project priorities.

Thinking in terms of strategic project management is critical for companies to optimize the organizational impact of these initiatives. This course covers concepts that make the project management process more complete and strategic by extending the design and management framework to include:

- Preparatory steps leading to hard decisions on project identification and design
- Beyond immediate project outputs, the project's medium-to-long-term results and sustainability

## PROGRAM OBJECTIVES

At the end of the program, participants should be able to:

- Develop and use a Strategic Design and Management Framework that starts with the situation and stakeholder analysis, incorporates change management, and ends with critical evaluation of project results
- Identify strategic alternatives for achieving project objectives
- Transform chosen alternatives into a project design specifying project results and their strategic impacts
- Drive the innovation, automation, and continuous process improvement project priorities of their company

## WHAT YOU WILL LEARN

- The Design and Management Framework for project development
- Problem/Opportunities analysis leading to identifying strategic projects
- Developing results chains
- Aligning project outputs (the WHAT) to project outcomes (the WHY)
- Developing project performance metrics
- Assessing risks that threaten project outputs and outcomes

## KEY BENEFITS

- Identification of the stakeholders in a problem situation
- Organizing a problem situation into a cause and effect analysis
- Converting problems into objectives
- Defining the purpose of projects and the outcome you would like projects to result to
- Aligning project objectives to the organization's strategic goals
- Establishing the feasibility and desirability of projects.
- Development of metrics to assess project success
- Identifying risks and developing risk response measures, especially for highly likely and high impact risks.
- Developing a dashboard by which you can monitor project success.

## WHO SHOULD ATTEND

The program is recommended for executives, project managers, product developers, development consultants, IT professionals.

## PROGRAM SCHEDULE

July 2, 5, 7, 9, 12, 2021  
1:30 PM to 5:00 PM (GMT+08) on all dates

February 8, 10, 15, 17, 22, 2022  
1:30 PM to 5:00 PM (GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via Zoom

## PROGRAM FEE

PHP 25,000.00 or USD 500.00

\*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

## YOUR PROGRAM FACULTY



Raul P. Rodriguez

Clinical Professor, Leadership  
Academic Program Director  
Executive Master in Business Administration  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto: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



Raul P. Rodriguez, PhD  
Clinical Professor, Leadership  
Academic Program Director, Executive Master in Business Administration  
Asian Institute of Management

Professor Raul P. Rodriguez is a Clinical Professor and Academic Program Director for the Executive Master in Business Administration. He has a PhD in Leadership Studies and a Bachelor of Science in Management Engineering from Ateneo de Manila University. His expertise lies in Leadership, Management, Enterprise IT Management and Organizational Development. He has been in academe as Lecturer in the Ateneo John Gokongwei School of Management, Ateneo School of Medicine and Public Health, and Enderun Colleges. He has held executive positions in various companies including Maynilad Water, SPI Technologies, ABS-CBN, Colgate-Palmolive Phil., and National Steel Corporation.



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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 one (1) unit 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



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

Participants will also earn one (1) unit which can be credited to the following:

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

Participants will also earn one (1) unit 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.

#### 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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