



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

ONLINE CERTIFICATE PROGRAM

# Fundamentals of People Management

Align Business Direction with Human Capital Strategies

Program runs October 2021, January 2022, April 2022



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# Fundamentals of People Management

Align Business Direction with Human Capital Strategies

## OVERVIEW

In today's Volatile, Uncertain, Complex, and Ambiguous (VUCA) world, organizations rely on leadership at all levels to grow, compete, succeed, and deliver exceptional customer value. Line managers are the face of the company to its employees, and in today's rapidly changing business environment, their people management capability is crucial in keeping employees engaged and reassured, while ensuring that the organization's human capital strategies are aligned with business direction.

This program will help line managers understand and execute their role in the employee life cycle as people managers. By attending the program, they will be able to effectively coach team members, align human capital strategies with business strategies, and cultivate employee engagement and commitment to the organization's goals.

## SCHEDULE (5 HALF-DAYS)

BATCH 1: October 12 to 28, 2021  
October 12, 14, 19, 21, 26, 28, 2021  
8:30 AM to 12:00 PM (GMT+08) on all dates

BATCH 2: January 18 to February 3, 2022  
January 18, 21, 25, 27, February 1, 3, 2022  
1:30 PM to 5:00 PM (GMT+08) on all dates

BATCH 3: April 19 to May 5, 2022  
April 19, 21, 26, 28, May 3, 5, 2022  
8:30 AM to 12:00 PM (GMT+08) on all dates

## FORMAT

Live Online

## FEES

PHP 30,000.00 or USD 600.00\*

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





#### PROGRAM OBJECTIVES

The program aims to develop line managers into excellent people managers. At the end of the program, participants will:

- Understand the link between human capital strategies and business directions
- Gain knowledge necessary to effectively manage their team members through the employee life cycle
- Practice fundamental people management skills of coaching and providing feedback

#### 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 Deeper Understanding of the Employee Life Cycle

Through the program, line managers will be more knowledgeable about their role in the employee life cycle and will gain confidence in the practice of skills needed to coach their team members.

##### Increased Employee Engagement and Alignment with Business Strategy

Organizations will benefit from having line managers who are aligned with business strategies, and members of the organization will be more engaged and committed to the organization's goals.

#### WHO SHOULD ATTEND

New and Experienced Line Managers who want to be more effective in their people management role

HR Professionals who want to build the people management capability of their line managers



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

### PROGRAM LEARNING CONTENT



The program will cover the following key topics:

- Link between Human Capital strategies and business strategy
- Human Capital processes and the line manager
- Talent acquisition
- Talent management and succession planning
- Performance Management
- Rewards and compensation
- Basics of Labor Relations



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## Your Program Faculty



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.



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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 Post-Graduate Certificate in Leadership and Management.



### Post-Graduate Certificate in Leadership and Management

Leadership and Management programs empower high potential leaders to overcome the increasingly complex challenges that emerge as they take on greater leadership roles.

By exploring diverse leadership styles and strategies, you will expand your ability to build productive teams, champion change, lead in a crisis, and create a culture of high performance.

*\*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 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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