



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Business Leadership Program

Achieve Breakthrough Levels of Organizational  
Performance Through Inspiring and Transformational  
Leadership

Program runs August 2022 and April 2023



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## OVERVIEW

The disruptive and transformational changes happening in today's business environment require leadership agility and mental toughness from business leaders. To ensure a sustainable, scalable and viable business, the leader's role has shifted to radically transforming their companies by changing behaviors and capabilities throughout the organization. As a result, Managers must accelerate business agility and embrace new leadership capabilities to cope and achieve breakthrough levels of organizational performance.

As your business responsibilities grow as a manager, your leadership challenges become more complex. The Business Leadership Online Program will prepare managers to lead effectively in times of business challenges, intense competition, financial challenges, pivoting business models, and embracing the evolving digital environment. Participants will return to their company ready to pioneer change, equipped with greater vision and confidence, and inspire others to help drive organizational performance.

## PROGRAM OBJECTIVES

The building blocks approach and progression of learning themes, modules, and topics deliberately become more complex, as the participant engages co-participants, faculty, peers, and colleagues as learning partners. The program aims to:

- Develop business acumen and leadership agility of managers
- Deepen participants' capabilities, competencies, management thinking to operate in an intense and challenging business environment.
- Sharpen participants' futures thinking and leadership skills for crafting novel and innovative solutions, organizational renewal and engagement, and corporate transformation strategy.

## WHAT YOU WILL LEARN

- The Agile Leader in the Age of Disruption
- Futures Thinking
- Design Thinking and Business Model Innovation
- Marketing in the Digital Age
- Leading and Managing Change in the VUCA world
- Management Excellence and Integration

## KEY BENEFITS

The program will challenge the participant's leadership agility, mental toughness, management cadence, big-picture thinking, insightful learning, and collaborative attitude, as well as prime them for self-awareness, personal mastery, and transformational leadership in today's business context.

## WHO SHOULD ATTEND

The Business Leadership Program is designed for first-line, middle to upper-level managers, functional leaders and specialists, entrepreneurs, and family business owners. Managers who join the program want to develop business acumen and the ability to lead the organization in a highly competitive environment. They aim to establish themselves from functional experts to business leaders with a big picture outlook of a Business Unit Head, General Manager, or a CEO.

## PROGRAM SCHEDULE (10 HALF-DAYS)

BATCH 1: August 4 to September 6, 2022

Aug 4, 9, 11, 16, 18, 23, 25, 30, Sept 1, 6, 2022 (AM) TTH

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

BATCH 2: April 4 to May 9, 2023

April 4, 11, 13, 18, 20, 25, 27, May 2, 4, 9 2023 (PM) TTH

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

## PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

## PROGRAM FEE

PHP 50,000.00 or USD 1,000.00

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

Post-Graduate Stackable Certificate:  
General Management = 2 Units

## YOUR PROGRAM FACULTY



Albert G. Mateo, Jr.

Clinical Professor, Finance and Leadership  
Head, School of Executive Education  
and Lifelong Learning  
Asian Institute of Management



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management  
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## Your Program Faculty



Alberto G. Mateo, Jr.  
Clinical Professor, Finance & 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.



Rebecca R. Ricalde  
Clinical Professor, Marketing  
Asian Institute of Management

Prof. Rebecca Ricalde began her professional career at Nestle Philippines in 2003, where she went from Sales and Marketing Trainee to Channel Sales Development Manager in four years' time. After obtaining her MBA in the United States in 2011, she became Operations Manager for the Pathways Leadership Program in Arizona and then moved to Amazon in Seattle as its Worldwide Customer Returns Program Manager.

Upon her return to the Philippines in 2013, Prof. Rebecca took on the position of Senior Marketing Manager at Ayosdito.ph before joining Voyager Innovations, Inc. as its Assistance Vice President for Digital Commerce. Before joining AIM, Prof. Rebecca was the Senior Vice President for Customer Experience at Lazada E-Services Philippines.

Prof. Rebecca earned her MBA from the Wharton School of the University of Pennsylvania. She was also a teaching Assistant for an Advance Study Project in Marketing and Director of Wharton Women in Business. She received her Bachelor of Science in Industrial Engineering from the University of the Philippines.



Ma. Eulalia 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.





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.



Jose W. B. Decolongon  
Adjunct Faculty  
Asian Institute of Management

Jose W. B. Decolongon is an Adjunct Faculty for the School of Executive Education and Lifelong Learning, as well as for the Aboitiz School of Innovation, Technology and Entrepreneurship in the Asian Institute of Management. He has been a Business Director in SGS Philippines, an Operations Director in SGS Gulf Ltd. - ROHQ, Strategic Transformation Manager for East Asia, and a Continuous Improvement Project Manager based in Switzerland, Australia and Hong Kong. He is an Australia Awards Scholar and completed his Master's degree in Supply Chain Innovation from Swinburne University of Technology in Melbourne, Australia. He is a certified Lean Six Sigma Blackbelt by PwC Europe and Lean Leader by GE Europe.





## 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 two (2) units which can be credited to the following:

- Post-Graduate Certificate in Management Development
- Post-Graduate Certificate in Leadership and Management

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

Participants will also earn two (2) units 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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