



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

ONLINE CERTIFICATE PROGRAM

# Business Continuity Management

In Partnership with the Philippine Disaster  
Resilience Foundation (PDRF)

Program starts August 2022



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# Business Continuity Management

A Program to be Delivered in Partnership with the Philippine Disaster Resilience Foundation (PDRF).

## OVERVIEW

The School of Executive Education and Lifelong Learning in partnership with the Philippine Disaster Resilience Foundation (PDRF) offers this program designed to help participants establish organizational practices that support effective development, implementation and appraisal processes of their respective business and service continuity plans. While this program is informed by the continuity frameworks advanced by international standards, the course provides a process framework that is adaptable to SMEs, public sector organizations, and private sector organizations currently that are in the early development stages of their continuity management strategy.

Resilience has become a strategic goal for organizations in this current era characterized by persistent turbulence emanating from natural and human-induced hazards. It is underpinned by the ability of the organization to sustain practices that support preparedness and foresight on risks, as well as the agility and flexibility to direct organizational action towards a strategic vision in turbulent contexts.

Given the pandemic, many organizations beyond large private sector actors are building their continuity management strategies. Public sector organizations, small and medium enterprises, as well as non-profit organizations recognize the importance of continuity management. These organizations are at various stages of the continuity plans, with non-profit organizations undertaking the development of Public Service Continuity Plans (hence business and service continuity management).

One of the ways that organizations can perpetuate resilient practices is through effective business and service continuity management, which is a system of processes that enable organizations to operate continuously amid disruptions. A process approach to business and service continuity management signifies that organizations go through a three-phase journey, which include the: (a) development, (b) implementation, and (c) appraisal phase of the business/service continuity plan (BSCP). To achieve effective business and service continuity management, organizations have to devote equal time and attention to each phase.

While organizations go through rigorous process of developing their BSCP, there are instances when attention falls short in the implementation and appraisal stages. The implementation of BSCP during a crisis or a disaster is met with challenges, often because of the context mismatch between the plan and the actual scenario, the lack of management support, and also the lack of training programs that sometimes cause organizational members to freeze, become disconcerted, and overlook their BSCP. These challenges can be addressed systematically by creating champions of BSCP and resilience, as well as by designing appropriate advocacy and training programs that can allow organizational members to rehearse and internalize their BSCP, so that they become a muscle memory across all levels of the organization.

## PROGRAM SCHEDULE

Module A: 5 half days, 1 unit

November 14, 15, 16, 18, 2022 (Live Online)

November 17, 2022 Asynchronous

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

Module B: 5 half days, 1 unit

February 20, 21, 22, 24, 2023 (Live Online)

February 23, 2023 Asynchronous

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

Module C: 5 half days, 1 unit

April 24, 25, 26, 28 2023 (Live Online)

April 27, 2023 Asynchronous

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

## PROGRAM FORMAT

Live Online with Asynchronous Sessions

## PROGRAM FEES:

TOTAL PROGRAM FEE:

PHP 70,000.00 or USD 1,400.00\*

## FEE PER MODULE:

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.

Alumni status will be granted upon completion of all modules.





## PROGRAM OBJECTIVES

This program aims to make the participants champions of organizational resilience by equipping them with the techniques and skill sets necessary to effectively develop, implement, and appraise their respective BSCP. The program is comprised of three modules that focuses on each stage, and utilizes interactive and immersive methodologies.

## 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.

### A Process Perspective of Continuity Management

The online program deep dives into the end-to-end process of continuity management, so that the participants gain a holistic and system-wide understanding of how to effectively manage business and service continuity.

### Skill Set for Effective Business and Service Continuity Management in Turbulent Environments

The online program enhances the participants' capability to lead and manage in turbulent contexts, as well as to design appropriate programs that can help make their organizations risk prepared. Which in turn, can become a building block for achieving organizational resilience.

## WHO SHOULD ATTEND

Managers, supervisors, and program specialists from the public and private sector who are 1) involved in continuity management, risk management, communication and public relations and 2) who can champion organizational resilience within their respective organizations.

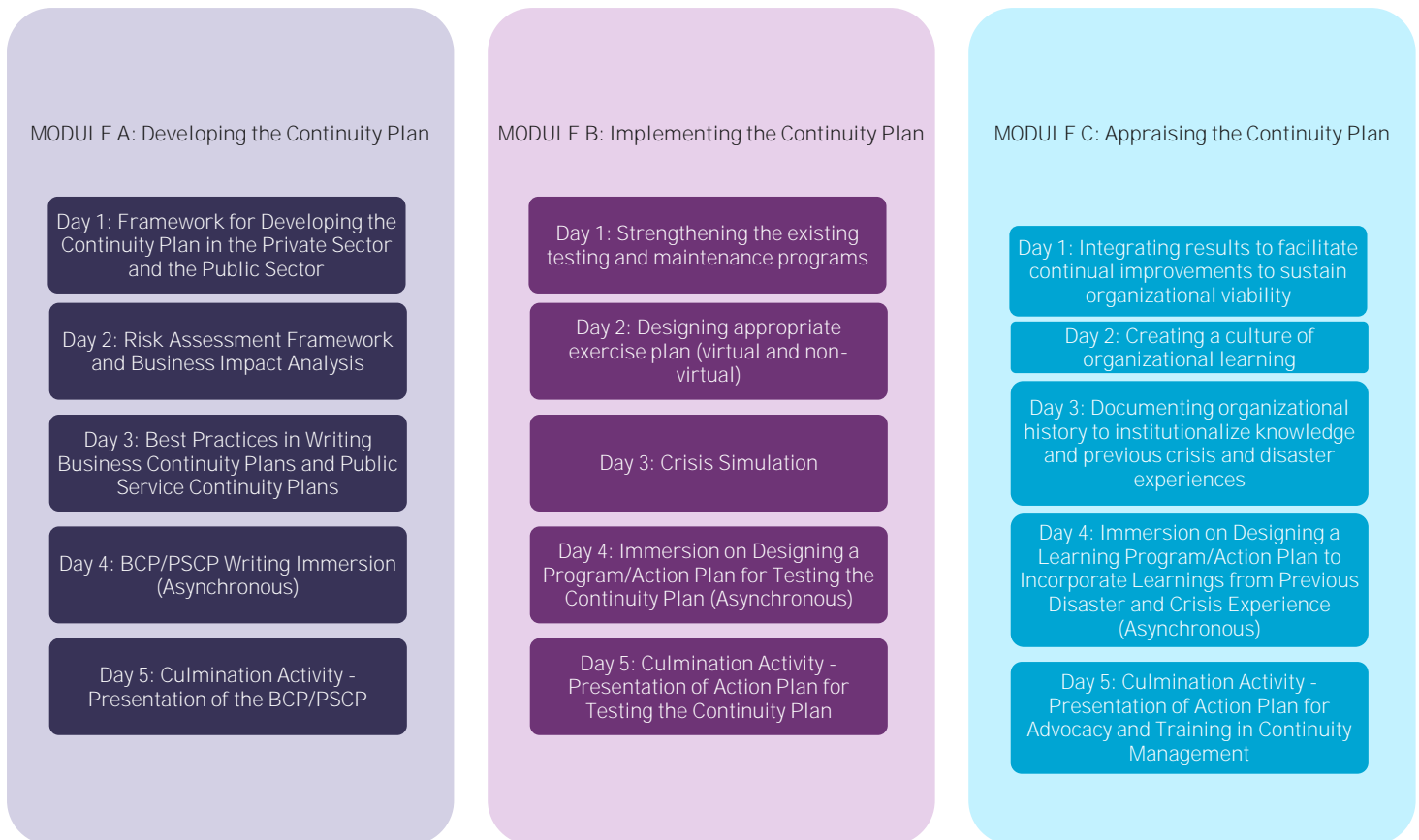
Entrepreneurs and Business Owners who want to make sure that their business is risk prepared, and can continue to withstand the demands of a turbulent environment.

**Note:** Participants may opt to enroll only on certain Modules of the Program depending on their background and learning needs.



WHAT YOU WILL LEARN

PROGRAM LEARNING CONTENT



- **Module A: Developing the Continuity Plan (5 half days)**

Recommended for participants: (1) with minimal experience in business continuity management, (2) who have never directly worked on developing a business continuity strategy for their organizations or (3) who are seeking to develop business continuity plans for their organizations.

- This module aims to help participants develop a continuity plan that is appropriate for their context. This module provides a framework for developing a continuity plan, while being specific on the differences between the needs and processes of the public sector and the private sector (specifically for micro, small, and medium enterprises).
- At the end of this course, the participants are expected to have a working draft of their continuity plan that will be subject to testing.

- **Module B: Implementing the Continuity Plan (5 half days)**

Recommended for participants: (1) who have previous experience with business continuity management, (2) have directly worked on developing a business continuity strategy for their organizations, (3) who are looking to strengthen the implementation of a pre-existing business continuity plan in their organizations.

- This module aims to help participants strengthen the existing testing and maintenance programs of their respective organization to ensure that its reliable, workable, and acceptable to their recovery requirements



- At the end of this module, the participants are expected to design the appropriate exercise plan (from defining the scope and objectives to evaluation result management). This includes crisis simulation and table top exercises relevant to the context of the organization (virtual and non-virtual).
- Module C: Appraising the Continuity Plan (5 half days)

Recommended for participants: (1) who have advanced experience with business continuity management, (2) have direct experience developing and implementing business continuity strategy for their organizations, (3) who are looking to institutionalize the learning process of their respective organizations from previous experience of implementing their business continuity plans.

- This module aims to help the participants integrate the results of their business/service continuity implementation, and to facilitate continual improvements focused on operational viability. In this module, emphasis will be given on creating a culture of organizational learning, and documenting organizational history to institutionalize knowledge and lessons from previous crisis and disaster experiences.
- At the end of this module, participants are expected to present an action plan that provides details on feedback loops, development of advocacy activities and training interventions, and a creation of an information repository that can help them undertake information-driven decisions during crisis contexts.





## Your Learning Partners



Eula Bianca Villar, PhD  
Program Director, Faculty  
Asian Institute of Management

Professor Eula Villar is an expert in the fields of qualitative research, organizational resilience and crisis management. Her research interests include organizing processes in disaster environments, climate change resilience, crisis governance, and qualitative research methods.

She had her Doctorate Degree in Management (Cum Laude) from Universitat Ramon Llull in Barcelona Spain, and Master in Advanced International Studies in the University of Vienna, Austria.



Anthony (Toni) Zuniga  
Learning and Development Manager  
Philippine Disaster Resilience Foundation

Toni has a solid background in Community Development from the University of the Philippines in Diliman Quezon City, Philippines. He has worked in the international development sector for more than 10 years with various organizations in the Philippines, Thailand, the Netherlands, and the United Kingdom.

The PDRF is the Philippines' major private sector vehicle and coordinator for disaster risk reduction and management. Its main mission is to build disaster-resilient communities through innovative disaster risk reduction strategies and management. PDRF is passionate in equipping communities and businesses with knowledge and best practices in disaster resilience.

Note: Our faculty line-up for this program includes esteemed members from the private sector, academe, and public sector spaces who specialize in the themes of risk management, business continuity, and disaster management.





## 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 Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Participants who are able to complete each Module earns one (1) unit per Module. Successfully completing the whole program earns participants three (3) units which can be credited to the Postgraduate Certificate in Development 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 Postgraduate 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>



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)