



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Business Continuity Management

Program starts in September 2023



# Business Continuity Management

## OVERVIEW

The School of Executive Education and Lifelong Learning 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  
September 11, 13, 15, 18, 2023  
1:30 PM to 5:00 PM

Module B  
September 20, 25, 2023  
1:30 PM to 5:00 PM

Asynchronous Session  
September 22, 2023

Module C  
September 27, 29, October 2, 2023  
5:30 PM to 9:00PM

## PROGRAM FORMAT

Live Online with Asynchronous Sessions

## PROGRAM FEE

PHP 70,990.00 or USD 1,291.00\*

\*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 focus 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.

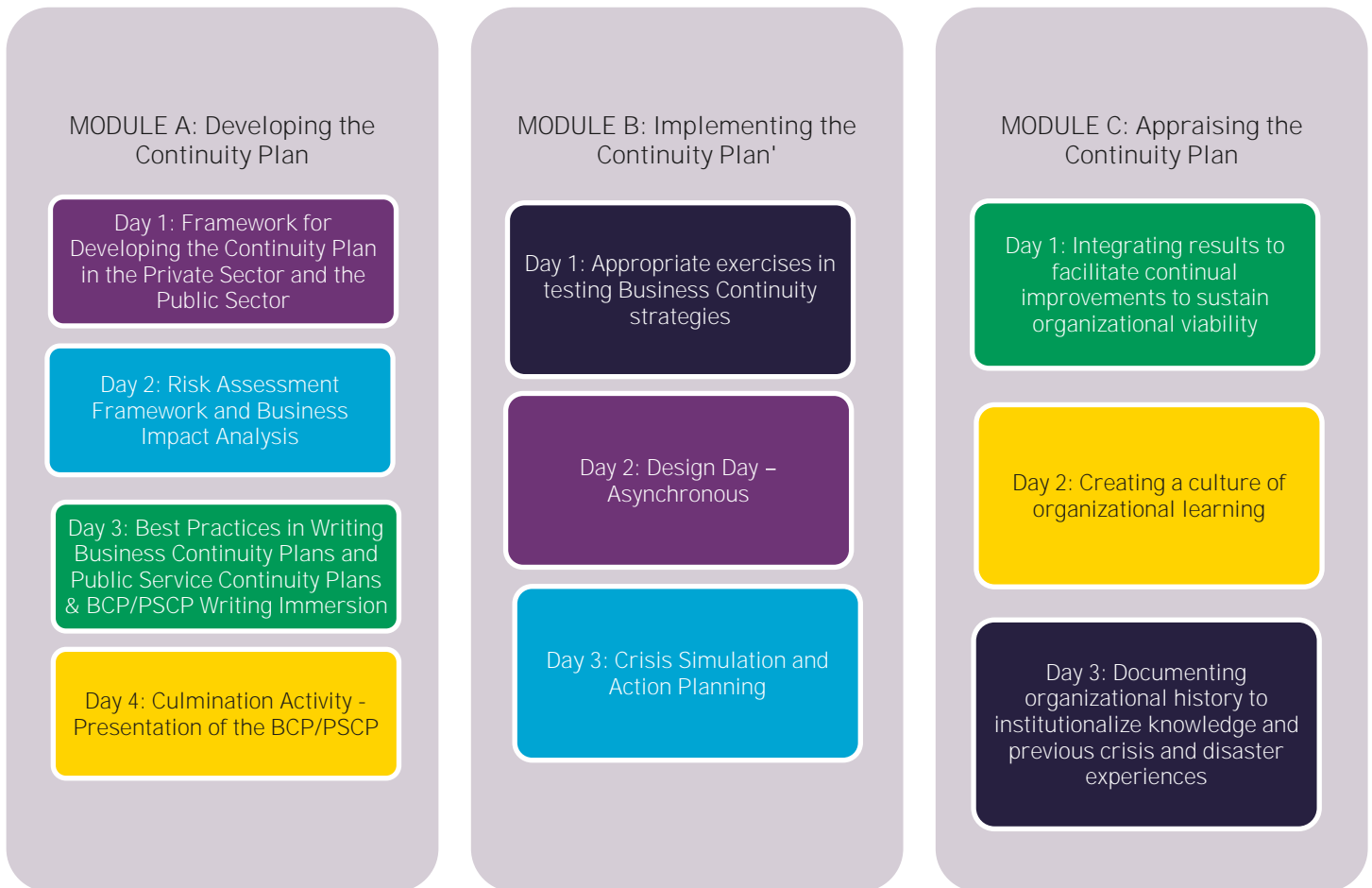
## WHO SHOULD ATTEND

Managers, supervisors, and program specialists from the public and private sectors 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.



## PROGRAM LEARNING CONTENT



- Module A: Developing the Continuity Plan (4 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.
- Day 1: Framework for Developing the Continuity Plan in the Private Sector and the Public Sector
- Day 2: Risk Assessment Framework and Business Impact Analysis
- Day 3: Best Practices in Writing Business Continuity Plans and Public Service Continuity Plans & BCP/PSCP Writing Immersion
- Day 4: Culmination Activity - Presentation of the BCP/PSCP



- Module B: Implementing the Continuity Plan (3 half days)

Recommended for participants: (1) who have previous experience with business continuity management, (2) who 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 organizations 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 tabletop exercises relevant to the context of the organization (virtual and non-virtual).

- Day 1: Appropriate exercises in testing Business Continuity strategies
- Day 2: Design Day – Asynchronous
- Day 3: Crisis Simulation and Action Planning

- Module C: Appraising the Continuity Plan (3 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 to 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, the development of advocacy activities and training interventions, and the creation of an information repository that can help them undertake information-driven decisions during crisis contexts.

- Day 1: Integrating results to facilitate continual improvements to sustain organizational viability
- Day 2: Creating a Culture of organizational learning
- Day 3: Documenting organizational history to institutionalize knowledge and previous crisis and disaster experiences





## PROGRAM FACULTY



Karen S. Tria  
Adjunct Faculty  
Asian Institute of Management

Karen Tria is a seasoned disaster risk management and resilience professional with over a decade of experience. She holds a Master's degree in Disaster Risk and Crisis Management from the Asian Institute of Management.

Karen's expertise lies in a range of areas, including Community-based Disaster Risk Management (CBDRM), Crisis Management, Business Continuity Management, Anticipatory Actions, Humanitarian and Emergency Response, Disaster Preparedness, Project Management, Stakeholder Engagement, Learning Design, Disaster Recovery/ Rehabilitation, Climate Change Adaptation.

In recent years, Ms. Tria has been recognized as a technical consultant and an expert by local and international organizations and the government, highlighting her expertise in the field. She continues to drive impactful initiatives for sustainable disaster resilience.



Carl Vincent C. Caro  
Adjunct Faculty  
Asian Institute of Management

Carl Vincent C. Caro or "Arvin" has been in the field of Disaster Risk Reduction and Management for 10 years. He is a graduate of Bachelor of Science in Geography from the University of the Philippines – Diliman and is a graduate of Master of Disaster Risk and Crisis Management from the Asian Institute of Management. Currently he is the Disaster Risk Finance Coordinator for the START Network, a network of International humanitarian actors working on localizing responses to disasters. In this role, Arvin is leading the development of a humanitarian Disaster Risk Financing system to ensure that predictable funding is appropriated for anticipatory humanitarian actions. Prior to this he was engaged with the Philippine Disaster Resilience Foundation (PDRF), wherein he designed and developed the foundation's Information Management system called HANDA which allowed its network to assess the impacts of disasters to their operations and coordinate private sector disaster response efforts. During his engagement with PDRF, he was also responsible in developing simulation exercises with its member companies such as Meralco, BPI, Ayala corporation, Smart Telecommunications, Globe telecommunications during the annual Metro Manila Shake drill. Arvin was also involved with the Nationwide Operational Assessment of Hazards or Project NOAH wherein they were responsible in creating probabilistic storm surge and flood hazard maps for the country.





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Christine C. Kempeneers  
Adjunct Faculty  
Asian Institute of Management

Christine Kempeneers is a staunch believer in integrating risk-based management systems and programs to ensure the full coverage and holistic management of risks. She has a unique 10-year background in risk management, project management and strategic planning. She helped companies define and roll-out their integrated risk, business continuity and data privacy programs.

Today, she serves as the Assistant Vice President for Risk Management and Data Protection Officer of Aboitiz Equity Ventures. Prior to AEV, she was a Project Manager under Aboitiz InfraCapital where she worked on rail, airport and water projects. She worked in the financial services sector and was affiliated with UnionBank and Citibank. She is also an adjunct faculty member of the Asian Institute of Management where she teaches risk management and finance courses.

She completed her MBA with distinction from the Asian Institute of Management in 2014 where she majored in Finance. Apart from these, she holds several certifications. She is a PARIMA-ANZIIF Certified Risk Professional, a Crisis Management Certified Expert by BCMI, a Sustainability and Climate Risk (SCR) Certificate holder from the Global Association of Risk Professionals (GARP) and a Data Privacy Certified Professional under TÜV Rheinland.”



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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 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

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>



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