



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Systems Thinking

Program Starts in October 2023



Systems Thinking

OVERVIEW

The course uses systems thinking to study the patterns of behavior we observe in real-world businesses, markets, economies, and supply chain interactions and how these patterns relate to the structure of the underlying systems. We look at why so many business strategies generate disappointing results or outright failure. Students learn to conceptualize a business organization as structures and policies that create dynamics and govern performance.

The course introduces system dynamics tools for modeling and analyzing business policy and strategy. Case studies include successful applications of system dynamics in growth strategy, technology management, operations, project management, and implementation of improvement programs. Students will learn to recognize and deal with situations where policy interventions are likely to be delayed, diluted, or defeated by unanticipated reactions and side effects. You will have a chance to use state-of-the-art software for computer simulation and gaming. Assignments give hands-on experience in developing and testing computer simulation models in diverse settings.

PROGRAM OBJECTIVES

- To introduce the basic principles of Systems Thinking
- To introduce the basic characteristics of systems and the importance of systemic thinking in organizational life.
- To use systems thinking as a platform for enhancing innovation and creativity
- To practice a “shift of mind” framework to understand complexity by viewing systems as a whole and using the view to find the effective leverage as insights for breakthrough solutions.
- To develop the skill to create your own causal loop diagram to analyze the problematic behavior of systems
- To develop the skill to create simple Stock and Flow diagram to analyze the impact of changes to business policies.
- To help take your first step toward becoming a systems thinker

WHAT YOU WILL LEARN

- Learn about System Thinking and System Dynamics
- Learn to map the feedback structure of a system using causal loop diagrams.
- Learn to identify patterns and archetypes in our system.
- Learn to articulate how lessons from models can be used to inform discussion and improve performance of systems, for example, in business and public policy.

KEY BENEFITS

- Understand systems and what is a system thinker?
- How to use system thinking skills to expand your perspectives?
- Understand common patterns in the system and how to intervene in policies to achieve your goals.
- How can system thinking helps to improve policymaking and strategies?

PROGRAM SCHEDULE

October 18, 20, 23, 25, 27, 2023
8:30 AM to 12:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,990.00 or USD 473.00*

*The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested in availing of an early bird/group discount or discussing other payment terms.

YOUR PROGRAM FACULTY



Albert Wee Kwan Tan
Program Director
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>

WHO SHOULD ATTEND

This class will appeal to several audiences. First, this course is useful for anyone who wants to develop a broader toolkit for examining the chronic challenges of managing and leading in today's organizations. It will be especially useful to those interested in careers in management, in part for the modeling skills covered, but also for developing rigorous and structured thinking skills. The course has a heavy dose of "reality," so it should also appeal to students who wish to blend theory with the harsh realism of practical challenges in management.

Learning Content

Day 1

Introduction and Overview:

Why are we here? What is System Dynamics and why do I care?

Overview of System Dynamics modeling process

Day 2

System Dynamics Tools Part 1:

Reference modes, mapping and the grammar of causal links

The Nuts and Bolts of Causal Loops

Day 3

System Dynamics Tools Part 2:

Fundamental modes of dynamic behavior

Interactions of the fundamental modes
Other modes of behavior

Day 4

System Dynamics Tools Part 3:

Types of Archetypes using Causal Loop Diagram

How to intervene policies to achieve better outcome

Day 5

System Dynamics Part 4:

Introduction to Stock and Flow Diagram

Using Stock and Flow to simulate policies and their impact on business



Your Program Faculty



Albert Wee Kwan Tan
Associate Professor
Asian Institute of Management

Dr. Albert Tan completed his PhD thesis in developing a system dynamic model for reverse logistics from Nanyang Technological University, School of Engineering. The thesis is published in a number of top tier international journals and cited by numerous researchers in this field.

He worked in the IT industry for more than 10 years before joining the academic world. He was an ERP consultant for Oracle Application System and his role was to customize software according to clients' requirements. He is very familiar with other ERP systems such as SAP and he is certified by APICS for CPIM, which is closely related to ERP implementation.

In terms of research and consulting, he managed to secure some projects from government and private sectors ranging from USD 200,000 to USD 500,000. Most of the projects last between 3 months to 1 year with at least 2 to 5 researchers reporting to him.

More recently, his interests have shifted to digital transformation using emerging technologies such as Blockchain, AI, IOT and how this impact system performance. The motivation is to exploit these technologies to improve operations and decision making. His recent publication on "Digital Transformation of the Supply Chain" has received numerous positive feedback on the implementation framework from the book.





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 program earns participants one (1) unit, which can be credited to the following:

- Postgraduate Certificate in Management Development
- Postgraduate Certificate in Leadership and Management
- Postgraduate Certificate in Strategy Management

Participants will also earn one (1) unit, which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and on designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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