



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Postgraduate Certificate in Business Leadership

Developing Strategic Leadership, Fostering Collaboration,
and Excelling in Cross-Functional Roles



EXECUTIVE
EDUCATION
2024 RANKING

Program Overview

Effective leadership requires more than siloed functional expertise in today's volatile, uncertain, complex, and ambiguous (VUCA) business environment. Organizations now seek leaders who can bridge departmental gaps, integrate diverse perspectives, and drive strategic decision-making aligned with overarching business goals.

The Postgraduate Certificate in Business Leadership prepares emerging and established leaders to thrive in this dynamic context. This program emphasizes cross-functional collaboration, strategic thinking, and adaptability while recognizing that authentic leadership extends beyond individual expertise.

Participants will gain practical knowledge across diverse areas such as digital marketing, operations, finance, and human resources to enable them to make informed, holistic business decisions. They will develop a deep understanding of systems thinking, which will allow them to analyze interconnected challenges and identify growth opportunities. By diving into the intricacies of e-commerce, participants will discover the nuances of the digital marketplace, including customer behavior, marketing strategies, and platform optimization, thereby driving engagement and conversions.



The program also focuses on the power of digital marketing, teaching participants how to effectively reach and engage their target audience, build brand awareness, and boost conversions. Additionally, participants will cultivate emotional intelligence to enhance their self-awareness, empathy, and interpersonal skills. This will empower them to foster trust, motivate teams, and navigate complex relationships.

Upon completing this program, graduates will be equipped to step into strategic leadership roles, armed with a broad business perspective and the ability to drive innovation and growth. They will be prepared to make informed decisions, overcome obstacles, and inspire teams to achieve their full potential, ultimately contributing to the long-term success of their organizations.

Program Objectives

Master Business Leadership Fundamentals

Gain a comprehensive understanding of core business principles, leadership theories, and strategic frameworks employed by successful organizations.

Develop Strategic Thinking and Decision-Making Skills

Learn to analyze complex business problems, identify strategic options, and make sound decisions that align with organizational goals and values.

Lead Cross-Functional Teams and Initiatives

Develop the skills to collaborate effectively with colleagues from diverse backgrounds, build consensus, and drive results across different functional areas.

Embrace Innovation and Change

Cultivate a growth mindset, embrace emerging technologies, and lead organizational transformation to adapt to evolving market dynamics and customer needs.

Communicate Effectively and Build Relationships

Enhance your communication skills, both written and verbal, to inspire and motivate teams, influence stakeholders, and build strong relationships within and outside the organization.

What Will You Learn

Systems Thinking	Design Thinking
Futures Thinking	Business Model Canvas
Strategic Negotiations	Strategy Formulation and Implementation
E-commerce and Digital Marketing	Marketing and Customer Service
Financial Management and the Language of Business	People Management and Leadership

Learning Content

DAY 1 Systems Thinking	DAY 2 Systems Thinking	DAY 3 Design Thinking
DAY 4 Design Thinking	DAY 5 Futures thinking	DAY 6 Business Model Canvas

Learning Content

DAY 7 Excellence in Execution	DAY 8 Excellence in Execution	DAY 9 Strategic Negotiations
DAY 10 Strategic Negotiations	DAY 11 Strategy Formulation	DAY 12 Strategy Formulation
DAY 13 Strategy Implementation	DAY 14 E-commerce	DAY 15 Digital Marketing
DAY 16 4 P's of Marketing	DAY 17 Customer Journey and Mapping	DAY 18 Quality Management
DAY 19 Customer Service	DAY 20 Language of Business	DAY 21 Managing Costs and Profits
DAY 22 Emotional Intelligence	DAY 23 Fundamentals of People Management	DAY 24 Performance Management and Feedback
	DAY 25 Coaching for Leaders	

Key Benefits

Business Acumen and Strategic Leadership

Develop a holistic understanding of business functions and their interdependencies, formulate and execute effective strategies, and drive innovation to enhance organizational performance

Cross-functional collaboration and Adaptability

Build bridges across departments, foster collaboration, and leverage diverse perspectives to solve complex problems while navigating uncertainty and change.

Career Advancement and Leadership Potential

Position yourself for career growth and advancement by demonstrating leadership potential, strategic thinking, and adaptability to lead teams through challenging situations.

Who Should Attend

This program is designed for a wide range of professionals, from aspiring leaders and new managers seeking to build a strong foundation in business leadership and strategic thinking to experienced functional leaders aiming to broaden their perspectives and transition into general management roles. Entrepreneurs and business owners looking to enhance their understanding of business strategy and leadership to drive their ventures forward will also find this program beneficial. Mid-career professionals seeking to accelerate their career growth and assume greater leadership responsibilities are encouraged to attend.



Program Director

Alberto G. Mateo, Jr.

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

Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is a practicing executive coach. Professor Mateo brings thirty-four years of progressive experience in general management, finance, human resources, and management education with multinational sales organizations and academic institutions. He is 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.

Program Details

Delivery Format

Hybrid (23 half days, 1 full day)

Program Schedule

Live Online via Zoom

- November 12, 14, 19, 21, 26, 28, 2024
- December 3, 5, 10, 12, 2024
- January 7, 9, 14, 16, 21, 23, 28, 30, 2025
- February 4, 6, 11, 13, 18, 2025
- 5:30 PM to 9:00 PM

Face-to-Face On campus

- February 20, 2025
- 8:30 AM to 5:00 PM

Program Fee

PHP85,990.00



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Visit **aim.edu** for more details



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