



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

A Module of Postgraduate Certificate in Legal Innovation and  
Management

# Data Science to Generate Competitive Advantage for Legal Practice

How Lawyers Deal with Data and Artificial Intelligence

Program starts in April 2025



# Data Science to Generate Competitive Advantage

## How Lawyers deal with Data and Artificial Intelligence

### OVERVIEW

The 4th Industrial Revolution ushered in a new era of technological change where the boundaries between the physical, digital, and biological spheres were blurred. In this people now have access to stronger storage and processing power, gaining the power to crunch massive volumes of information (or data) in short periods of time. Artificial intelligence (AI), helping augment the limited capacity of humans to process immense amounts of data, originally in the domain of mathematics and computing, is now explored for applications in various industries such as education, art, and even law enforcement and governance.

Taking stock of the previous industrial revolutions, we have learned that big data, AI, as well as other emerging technologies will affect human life, liberty, and property in some shape or form, giving rise to new jobs, new laws, and questions for governance. It becomes imperative, therefore, not only to protect, preserve, or strengthen fundamental rights but also to prepare for a data-driven future and what is to come from a governance perspective and to examine what it means to become a lawyer in the society of tomorrow.

The course aims to have both a mix of theoretical and practical take on the 4th Industrial Revolution, particularly on the end-to-end process of gathering until the interpretation of data, and in the design and use of AI for a holistic understanding of these two technologies rapidly changing the face of the society and the way we do things. Interfaces and gaps between local and foreign laws on data and AI will be explored and studied.

### PROGRAM OBJECTIVES

By the end of the course, students will be able to

1. Examine how the Philippine society views technology from a legal standpoint;
2. Identify the extant laws specifically relating to data and AI as may be applicable in the Philippines;
3. Examine the interface between data and AI and other laws where both concepts impinge on;
4. Identify the nuances involved in data and artificial intelligence through hands on exercises in collecting and working with data and making simple AI algorithms;
5. Apply critical thinking when dealing with data;
6. Articulate the role of data in supporting advocacies and positions, and achieving goals, as well as AI models as decision-support tools.
7. Discuss meaningfully ethical issues involving data and artificial intelligence;
8. Apply ethical principles in dealing with data and AI;
9. Evaluate the role of lawyers in a society steeped in the Fourth Industrial Revolution.

### PROGRAM SCHEDULE

April 2025

### 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 to avail of early bird/group discount or discuss payment terms.

### YOUR PROGRAM FACULTY



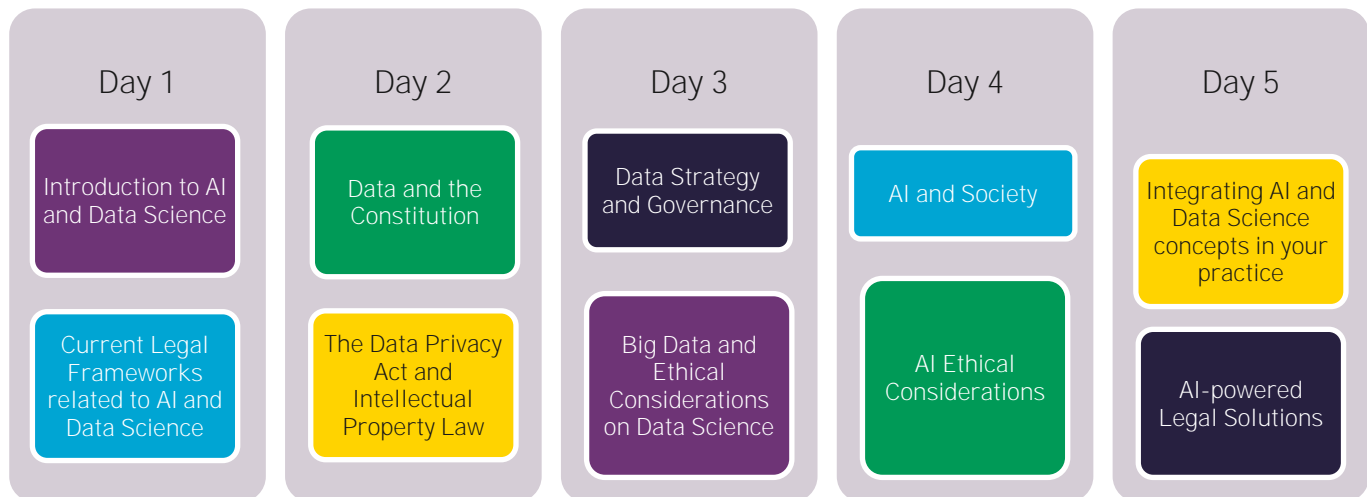
Atty. Jocel Isidro S. Dilag  
Adjunct Faculty  
Asian Institute of Management

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

## WHAT YOU WILL LEARN

- Data Science
- Artificial Intelligence
- Data and Society
- Ethical Considerations

## PROGRAM LEARNING CONTENT



## KEY BENEFITS

1. Learn from a set of interdisciplinary subject matter experts and who have first-hand experiences in innovation, blockchain, data science, and the legal profession
2. Participants will be able to identify how they can integrate data science and artificial intelligence in their legal operations and maximize the benefits these technologies present
3. Develop skills in utilizing data science and automation principles in different aspects of the legal profession
4. Build a network of like-minded legal professionals that share the same passion for innovation, data science, and AI

## WHO SHOULD ATTEND

- Primary Market: Lawyers / Legal Professionals, Paralegals.
- Secondary market: Individuals providing support to legal professionals in different settings, government employees providing legal and allied services, data scientists, AI engineers.

## PROGRAM FACULTY



Atty. Jocel Isidro S. Dilag

Adjunct Faculty

Asian Institute of Management

Atty. Jocel Isidro S. Dilag is a lawyer-innovator who acts as a strategic advisor and enabler for startups, progressive businesses, especially manufacturer-exporters from the creative industry for more than a decade. His professional involvements include leading the tax and tech practice of Leflegis, an organization he co-founded with lawyers dedicated to upholding the fundamental principles of democracy, continuously disrupting the legal landscape by innovating the way legal services are delivered while maintaining the integrity of the practice's principles.

He is also a co-founder of Bughaw Creative Collective - a startup making waves in the creative industry by becoming go-to strategic partner of Filipino Creative Enterprises for their development, expansion, and sustainability through data driven, tech-enabled, and innovative business solutions. Bughaw also houses its own research institute, BRIDGE CREATIVES, that is trailblazing the utilization of data science, through market research and analysis, made by Filipinos, for Filipinos.

Atty. Dilag is also a Senior Lecturer at the UP College of Law, teaching commercial, property, tax, and international law; a Business Legal Mentor for several startup incubators, and an expert facilitator of corporate trainings, seminars, and interactive workshops both here and abroad. He is proactive in policy making, initiating dialogues with government institutions, private associations, and business owners, crafting strategies that contribute to the grand goal of uplifting the lives of Filipinos through a fair and just economic playing field.

He credits the foundation of his momentum to the University of the Philippines where he obtained his Juris Doctor degree and his Bachelor of Science in Business Administration degree, where he graduated with latin honors (as cum laude). It was at the University where he started his passion for finance, tax, and emerging technologies. He then furthered his expertise at the Asian Institute of Management (AIM), under the Master of Science in Innovation and Business program, where he graduated as valedictorian, and a recipient of the Highest Distinction Honors. As an international educational institution, AIM served as his sandbox, enabling him to develop and test his newfound frameworks for business assessment, risk management, and strategy design made for the 4th Industrial Revolution.



## 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 Postgraduate Certificate in Legal Innovation and Management  
\*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn one (1) unit which can be credited to the Postgraduate 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 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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