



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Data Science for Executives

Learn how to transform your organization into a data-driven enterprise

Program starts in January 2025



# Data Science for Executives

Empowering executives to lead data-driven transformations with AI and strategic insights.

## OVERVIEW

In today's rapidly evolving business landscape, artificial intelligence (AI) has moved from an academic concept to a strategic imperative. Despite existing for decades, AI is only now experiencing widespread adoption across industries. This program addresses the critical question: Why now? And more importantly, how can organizations develop a winning AI strategy that creates sustainable competitive advantage?

This executive course equips leaders with the strategic framework needed to transform their organizations through AI. Participants will explore the economics driving AI adoption, understand the fundamental capabilities and limitations of AI technology, and learn how to develop comprehensive AI and data strategies aligned with their business objectives. The program emphasizes practical approaches to AI implementation, from identifying high-value use cases to establishing robust governance frameworks that ensure responsible and effective AI deployment.

Through a strategic lens, participants will learn to evaluate AI opportunities, assess risks and returns, and create data-driven organizations that can thrive in an AI-powered future. Special attention is given to developing AI strategies that balance innovation with practical constraints, ensuring that AI initiatives deliver measurable business value while managing associated risks.

## PROGRAM OBJECTIVES

The Data Science for Executives program aims to equip senior leaders and decision-makers with a comprehensive understanding of how Artificial Intelligence (AI) and data science can transform their organizations. The course demystifies AI, explores its economics, and delves into real-world use cases. It provides a strategic framework for data-driven decision-making while addressing the risks and governance challenges associated with AI adoption. By the end of this program, participants will have the knowledge and tools necessary to create a robust AI and data strategy, ensuring that AI investments yield measurable returns while mitigating associated risks.

## WHAT YOU WILL LEARN

- **Data-Driven Decision-Making.** Learn the analytics continuum—from descriptive to prescriptive analytics—and how to apply these models to guide strategic business decisions.
- **The Economics of AI.** Understand why AI is becoming mainstream and the technological, market, and organizational changes driving its adoption.
- **Core Concepts of AI.** Gain a foundational understanding of AI, machine learning, and data science, focusing on what these technologies can and cannot do.
- **Real-World AI Use Cases.** Explore successful AI applications across various industries and discover how these examples can inspire transformative projects within your own organization.
- **AI Strategy and Governance:** Develop a strategic plan for AI deployment and learn how to establish robust data governance and AI governance systems.

## WHO SHOULD ATTEND

This program is ideal for C-level executives, business leaders, senior managers, and decision-makers across industries who are responsible for driving strategic initiatives, overseeing AI projects, or managing data-driven transformations. The course is particularly suited to:

- Executives looking to gain a comprehensive understanding of AI and data science to guide their organization's AI strategy.
- Leaders seeking to transform their organizations into data-driven enterprises.
- Managers responsible for identifying, assessing, and implementing AI use cases within their business operations.

## PROGRAM SCHEDULE

### Face-to-Face On-campus

January 29, 30, 2025

8:30 AM to 5:00 PM

## PROGRAM FEE

PHP 95,990.00 or USD 1,745.00\*

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

## YOUR PROGRAM FACULTY



**Erika Fille T. Legara, PhD, FICD**  
*Aboitiz Chair in Data Science*  
Asian Institute of Management  
*Chief AI and Data Officer*  
Center for AI Research (DTI)

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

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



## Your Program Faculty



### Erika Fille T. Legara, PhD

Associate Professor (on leave)  
Aboitiz Chair in Data Science  
Asian Institute of Management

Chief AI and Data Officer  
Managing Director  
Center for AI Research (DTI Philippines)

Dr. Erika Legara is the **Managing Director** and **Chief AI & Data Officer** of the Center for AI Research under the Department of Trade and Industry. Currently, she she is an Associate Professor (*on leave*) at the Asian Institute of Management (AIM) and holds the Aboitiz Chair in Data Science at AIM. Dr. Legara was the founding Academic Director of the country's first Master of Science in Data Science program. Erika also serves on the Board of Directors of Rizal Commercial Banking Corporation and is a Fellow at the Institute of Corporate Directors.

A firm believer in lifelong learning, Erika continuously hones her expertise through formal training. Despite her extensive experience as a scientist, she completed courses on **AI Governance** with the International Association of Privacy Professionals, **Cyber Risk Governance** from the DCRO Institute, and the "**Ethics of AI**" at the London School of Economics.

Erika obtained her PhD in Physics from the University of the Philippines-Diliman, garnering the Most Outstanding Graduate Student Award and the Edgardo Gomez Excellence in Dissertation Award in 2011. Her accolades include being named an Outstanding Young Scientist by the National Academy of Science and Technology in 2020, receiving The Outstanding Young Men (T.O.Y.M.) and The Outstanding Women in the Nation's Service (TOWNS) awards, and being an Asia 21 Young Leader (Class of 2022) and a finalist in the 2024 Women in AI APAC Awards. Erika was one of the twenty-five chosen nominees globally for the 2024 Eisenhower Fellowship.



#### 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 | +632 8892 4011 | www.aim.edu



## 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 Operations Management
- Postgraduate Certificate in Information Technology Management

Participants will also earn one (1) unit which can be credited to the Post-Graduate Diploma in Management.

*\*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)