



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Business Model Innovation for Corporate Managers

Lead Organizations in Disrupting Industries with
Competitive Business Models

Program starts in October 2023



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OVERVIEW

Innovation has created an opportunity for organizations to enjoy exponential growth within the industry. However, several “industry giants” have suffered from disruption and has led these organizations to lose market share or even bankruptcy. There is a constant need to continuously challenge and disrupt organizations from within for them to remain competitive in this fast-paced modern world.

The Business Model Innovation for Corporate Managers prepares aspiring innovation leaders within a company on how to ride-out waves of disruption through innovations in new or existing business models. This program exposes the learners to methodology, frameworks, and toolkits that create innovative changes within projects, pipelines and portfolios, and organizations.

It is recommended (but not required) for at least 2 representatives from organizations to join to sustain growth and ensure knowledge is translated within the organization.

PROGRAM OBJECTIVES

- Expand further the knowledge of corporate managers beyond creating business models to managing business model innovations in the workplace.
- Weaponize corporate managers to create strategic systems and structures within the organization to maximize business models, pipelines, and portfolios to continuously disrupt the industry and remain competitive.
- Develop innovation leaders and champions within the company that can disrupt the industry as well as organizations in a fast-paced environment.

KEY BENEFITS

- Learners will have a refresher about innovation as well as fundamental knowledge related to business models.
- Learners will get access to tools and methodologies that will support business model development, innovation, and growth.
- Learners will be able to harness potential external disruptors and maximize opportunities for growth through business models and create innovative systems within the organization.

PROGRAM SCHEDULE

Live Online

October 23, 25, 27, 30, 2023, November 3, 6, 8, 10, 2023

1:30 PM to 5:00 PM

Face-to-Face On-campus

November 13, 2023

8:30 AM to 5:00 PM

PROGRAM FEE

PHP 50,990.00 or USD 927.00*

*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 discuss payment terms.

Alumni status will be granted upon completion of the program.

YOUR PROGRAM FACULTY



Masaki V. Mitsuhashi
Program Director

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>



FOR INQUIRIES:

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WHO SHOULD ATTEND

The program is a must for corporate leaders, managers, aspiring innovators, and startup leaders building companies from various industries. The program is recommended for those who want to have a deeper understanding about business model innovation as well as managing innovations within the organization. While the program utilizes cases about organizational innovations, individuals and project-based consultants are also recommended to join the program.

WHAT YOU WILL LEARN

Phase 1: Innovation and Corporate Innovation

Session 1: Innovation and Innovation Frameworks and Mindset

- Innovation Refresher
- Innovation Frameworks and Mindset for Managers

Session 2: Demand-Driven Innovation and Ideation

- Innovation Strategic Imperatives
- Market Desirability and Product-Market Fit
- Target Market/Customer Journey and Needs
- Ideation Toolkits and Methods

Session 3: Business Models Canvas

- Understanding and Creating Business Models
- Analyzing Business Models
- Business Model Testing and Validation

Phase 2: Disrupting Industries through Business Model Innovation

Session 4: Disruption in the Era of Transformation and Innovation

- Eras of transformation and its impact on business models
- Understanding potential industry disruptors and where to find them.
- Future of Business Models

Session 5: Strategic Movements and Shifts through Business Model Innovation

- Adaptation of Business Models
- Movements and Shifts driving Business Model Innovation
- Trends in Business Model Innovation

Session 6: Benchmarking Business Model Innovation Competitiveness

- Competition and Business Model Innovation
- Benchmarking Business Models
- Competitive Strategy

Phase 3: Creating an Ecosystem of Innovation as Corporate Managers

Session 7: Corporate Leader managing Innovative Business Models

- Harmonization of desirability, feasibility, and viability in business model innovation
- **Creating a collaborative ecosystem for business model innovation**
- **Establishing metrics of success and continuous innovation**

Session 8: Corporate Leader managing Innovative Portfolios and Pipelines

- **Portfolios and Pipelines of Business Model Innovations**
- **Managing Portfolios and Pipelines**
- **Roadmaps and Stage-Gates**

Session 9: Corporate Leader managing Innovative Corporations

- Auditing Innovation
- Creating an Innovation Culture within the organization
- Communicating Innovation to Stakeholders

Phase 4: Presentation

Session 10: Final Presentation



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PROGRAM LEARNING CONTENT

Day 1

Innovation and
Innovation
Frameworks
and Mindset

Day 2

Demand-
Driven
Innovation and
Ideation

Day 3

Business
Models
Canvas

Day 4

Disruption in
the Era of
Transformation
and
Innovation

Day 5

Strategic
Movements
and Shifts
through
Business
Model
Innovation

Day 6

Benchmarking
Business Model
Innovation
Competitiveness

Day 7

Corporate
Leader
managing
Innovative
Business
Models

Day 8

Corporate
Leader
managing
Innovative
Portfolios and
Pipelines

Day 9

Corporate
Leader
managing
Innovative
Corporations

Day 10

Final
Presentation



SCHOOL OF EXECUTIVE EDUCATION
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Your Program Faculty



Masaki Mitsuhashi
Adjunct Faculty
Asian Institute of Management

Maki Mitsuhashi is a Certified Innovation Professional and an Innovation Manager from the Global Innovation Management Institute and he graduated from the Asian Institute of Management with the degree Master of Science in Innovation and Business with High Distinction where he was the sole-recipient of the TEKTONIK Award.

He teaches Futures Thinking, Innovation and Business Strategy, and Leadership to various companies, executives, and corporate or government leaders and has worked with organizations such as LIPAD PH, Embiggen Consulting, United Nations Environment, United Nations Development Program, United Nations Population Fund, RTI International, Ramon Magsaysay Award Foundation, PhilDev, ReBirth PH, Plan International, SEEDS Asia, iACADEMY, iACADEMY Pro, and Natalie in the Light working towards empowering communities in the Philippines, Asia and other regions.



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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.

EARNING CREDENTIALS

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

- Postgraduate Certificate in Entrepreneurship
 - Postgraduate Certificate in Innovation and Management
- *A Postgraduate Certificate requires five (5) units earned within two (2) 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 or visit our website at <https://executiveeducation.aim.edu>



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