



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

ONLINE CERTIFICATE PROGRAM

Basic Management Online Program

Preparing high-potential leaders for
greater management roles

Program starts July 2021, November 2021, and March
2022



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OVERVIEW

The Basic Management Program is an interactive training program that will develop critical communication and leadership skills necessary to execute strategy and build trust within teams. Designed for middle-level managers, very senior supervisors and entrepreneurs, the program focuses heavily on understanding the management process, the overall functional organization of the company, and the cross-functional relationships among its units for a collaborative approach to management.

PROGRAM OBJECTIVES

The program aims to give a detailed understanding of how the management process is executed. It aims to develop essential communication and leadership skills. Participants will also be walked through a rigorous Critical Thinking module, which aims to develop how they communicate insights and recommendations to senior management.

KEY BENEFITS

Participants will be trained in analysis and problem-solving, experience the management process, and practice effective management skills through the participative discussion method of learning.

By attending the program, participants will be able to:

- Understand organizational functional units and relationships
- Experience the management process
- Practice effective management skills
- Develop analytical and problem-solving tools
- Enhance self-confidence
- Learn and use effective skills in communication and presentation

WHO SHOULD ATTEND

The program is recommended for first-line managers, unit supervisors and entrepreneurs.

SCHEDULE

Batch 1: July 5 to August 27, 2021
Monday to Friday
8:30 AM to 12:00 PM (GMT+08) on all dates

Batch 2: November 3, 2021 to February 23, 2022
Every Monday, Wednesday, and Friday
1:30 PM to 5:00 PM (GMT+08) on all dates

Batch 3: April 20 to July 22, 2022
Every Monday, Wednesday, and Friday
8:30 AM to 12:00 PM (GMT+08) on all dates

FORMAT

Live Online

FEES

PHP 150,000.00 or USD 3,000.00
*USD 1 = PHP 50.00

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

Alumni status will be granted upon completion of the program





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WHAT YOU WILL LEARN

MODULE A: Management Communications

MODULE B: Management Processes

MODULE C: Critical thinking in Business

MODULE D: Business Statistics

MODULE E: Language of Business

MODULE F: Managing Cost and Profits

MODULE G: Quality Management

MODULE H: Customer Service Management

MODULE I: Project Management



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
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123 Paseo de Roxas, Makati City Philippines 1229

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Your Program Faculty



Maria Eulalia M. Herrera
Adjunct Faculty
Asian Institute of Management

Prof. Maria Eulalia M. Herrera is a Clinical Professor at the Institute. She holds a Master of Arts in Learning Disabilities at the Northwestern University, USA. She also has a Bachelor of Arts in Behavioral Science at the De La Salle University Philippines. Her expertise lies in Human Resource Management. She was previously the Human Resources Manager at San Miguel Corporation and was formerly the Senior Vice President for Human Resources in Citigroup.



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Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate 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 Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants six (6) units which can be credited to the Post-Graduate Certificate in Basic Management.

Participants will also earn six (6) units which can be credited to the Post-Graduate Diploma in Management.

**The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

ELIGIBLE PROGRAMS



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For guidance on other eligible programs for Post-Graduate 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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