



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Strategic Project Design and Management Online Program

Design and Manage Projects that Deliver
on your Long-term Business Goals

Program starts 2 July 2021



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OVERVIEW

In today's environment of disruptive innovations, Strategic Project Management provides companies with a proven management framework to align the established strategic projects and priorities with the company's vision and competitive value proposition. The Strategic Project Management Online Program will create the necessary link in the analysis, choice, and implementation of these project priorities.

Thinking in terms of strategic project management is critical for companies to optimize the organizational impact of these initiatives. This course covers concepts that make the project management process more complete and strategic by extending the design and management framework to include:

- Preparatory steps leading to hard decisions on project identification and design
- Beyond immediate project outputs, the project's medium-to-long-term results and sustainability

PROGRAM OBJECTIVES

At the end of the program, participants should be able to:

- Develop and use a Strategic Design and Management Framework that starts with the situation and stakeholder analysis, incorporates change management, and ends with critical evaluation of project results
- Identify strategic alternatives for achieving project objectives
- Transform chosen alternatives into a project design specifying project results and their strategic impacts
- Drive the innovation, automation, and continuous process improvement project priorities of their company

WHAT YOU WILL LEARN

- The Design and Management Framework for project development
- Problem/Opportunities analysis leading to identifying strategic projects
- Developing results chains
- Aligning project outputs (the WHAT) to project outcomes (the WHY)
- Developing project performance metrics
- Assessing risks that threaten project outputs and outcomes

KEY BENEFITS

- Identification of the stakeholders in a problem situation
- Organizing a problem situation into a cause and effect analysis
- Converting problems into objectives
- Defining the purpose of projects and the outcome you would like projects to result to
- Aligning project objectives to the organization's strategic goals
- Establishing the feasibility and desirability of projects.
- Development of metrics to assess project success
- Identifying risks and developing risk response measures, especially for highly likely and high impact risks.
- Developing a dashboard by which you can monitor project success.

WHO SHOULD ATTEND

The program is recommended for executives, project managers, product developers, development consultants, IT professionals.

PROGRAM SCHEDULE

July 2, 5, 7, 9, 12, 2021

1:30 PM to 5:00 PM (GMT+08) on all dates

February 8, 10, 15, 17, 22, 2022

1:30 PM to 5:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via Zoom

PROGRAM FEE

PHP 25,000.00 or USD 500.00

*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.

YOUR PROGRAM FACULTY



Raul P. Rodriguez

Clinical Professor, Leadership
Academic Program Director
Executive Master in Business Administration
Asian Institute of Management

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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Your Program Faculty



Raul P. Rodriguez, PhD
Clinical Professor, Leadership
Academic Program Director, Executive Master in Business Administration
Asian Institute of Management

Professor Raul P. Rodriguez is a Clinical Professor and Academic Program Director for the Executive Master in Business Administration. He has a PhD in Leadership Studies and a Bachelor of Science in Management Engineering from Ateneo de Manila University. His expertise lies in Leadership, Management, Enterprise IT Management and Organizational Development. He has been in academe as Lecturer in the Ateneo John Gokongwei School of Management, Ateneo School of Medicine and Public Health, and Enderun Colleges. He has held executive positions in various companies including Maynilad Water, SPI Technologies, ABS-CBN, Colgate-Palmolive Phil., and National Steel Corporation.



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