

International Master in
Business Administration

iMBA

12 Months | Full-Time Program



LEAD. INSPIRE. TRANSFORM.

ASIAN INSTITUTE OF MANAGEMENT

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WASHINGTON SYCIP
GRADUATE SCHOOL
OF BUSINESS



AACSB
ACCREDITED

GLOBAL
NETWORK
FOR
ADVANCED
MANAGEMENT

**ASIAN
INSTITUTE OF
MANAGEMENT**

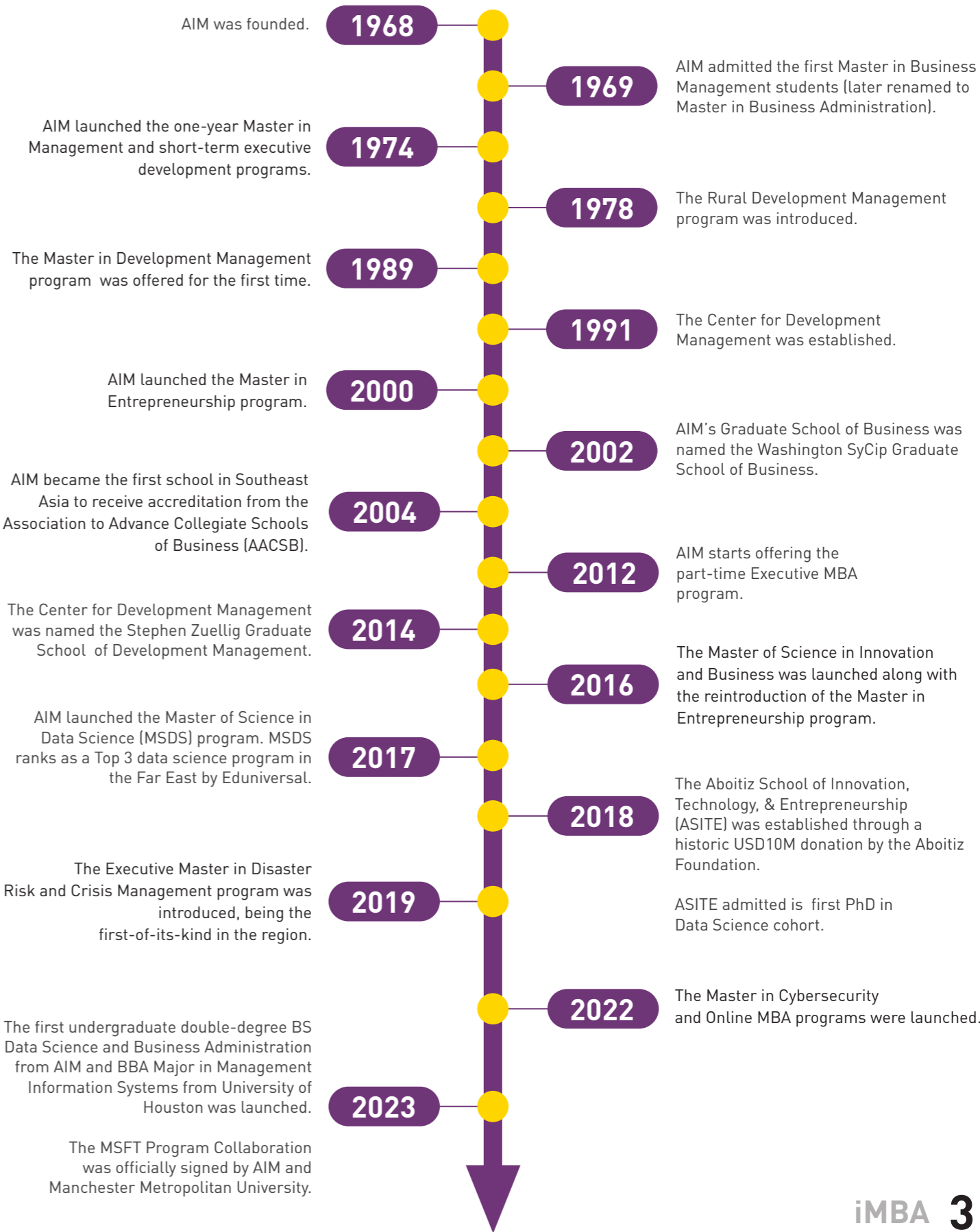


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HISTORY OF AIM

Since it was founded in 1968 by the Harvard Business School Advisory Group as well as academics and business leaders of the Philippines, AIM has been committed to contributing to the growth of Asian businesses and societies by developing professional, entrepreneurial, and socially responsible managers and leaders.





WHY CHOOSE AIM

LEAD. INSPIRE. TRANSFORM.

AIM is a pioneering management school with an immersive, supportive, and practitioner-oriented culture that develops managers, entrepreneurs, and leaders who deliver meaningful growth to Asian businesses and societies.

AIM is one of the first South East Asian business schools to be accredited by the Association to Advance Collegiate Schools of Business (AACSB).



WHAT IS WSGSB

For over 55 years, the Washington SyCip Graduate School of Business (WSGSB) has been the training ground for business leaders and managers of Asia's emerging markets and societies. Since 1968, more than 7,600 WSGSB graduates from 54 countries have used their AIM degree as their passports to exciting, rewarding, and fulfilling careers. Housing three Master in Business Administration programs plus postgraduate degree programs for cybersecurity and financial technology, WSGSB has been a market leader in developing excellent, dynamic, sustainability-motivated, and empowered business leaders in Asia and beyond. Rounding off the lineup of offerings are the MSc in Financial Technology (MSFT), Master in International Business Law (MIBL), and Doctor of Business Administration (DBA), that will debut in 2024.

Our business and development management programs are exemplified by the following:

Skills and knowledge to unlock the globe

The curriculum and research at AIM emphasize the contemporary business environment and provide students with insights and skills necessary to succeed in dynamic global markets.

A practitioner-oriented approach

Our academically and professionally qualified faculty have a broad global outlook and wide experience in and knowledge of Asian management and practice. Our approach is practitioner-oriented and our relationships with organizations all over the region are fundamental to the development and enhancement of our programs and activities.

Thought leadership

Our research centers form a nexus where the private sector, government, and civil society connect, converge, and synergize. We draw support from the region in terms of financial contributions and participation by the management and business community in AIM's teaching and research activities.

Practical learning with the case study method

Our programs are designed for practical application in the real world. To advance this objective, we use the case method as a primary mode of teaching and learning. Under this method, which was adapted from the Harvard Business School's own system, students analyze actual business scenarios to hone their analytical, decision-making, and communication skills. The method also encourages lively discussions between classmates, resulting in a robust and dynamic learning environment.

Learning teams

To promote collaborative learning and leadership and foster the school's multicultural ethos amongst students, we assign each student to a "learning team." These teams give students a diverse learning environment and opportunities to experience and benefit from multifaceted perspectives.

International MBA

Expand the possibilities

With the right set of skills and knowledge, you can unlock a world of opportunities. Take a step towards an international platform and [#ExpandThePossibilities](#) of a better future for yourself and your organization. As AIM's flagship program, the International Master in Business Administration (iMBA) helps students explore transformative business solutions and aids them to become sharp forward-thinking professionals that grow into eminent and influential business leaders on a global scale. Our student body is composed of a diverse group of movers and shakers from all corners of the world, offering perspectives from various cultures, career experiences, and industries.

The full-time, 12-month program is structured into four terms where students will complete preparatory, core, and elective courses, plus an Action Consulting Project. With face-to-face classes from Monday to Friday and occasional Saturday classes, students will be immersed in dynamic discussions of actual business situations, training them to apply theoretical learning to real-world practice.

The curriculum ties together management fundamentals with a deep understanding of the complex systems of companies, industries, and economies. Students will tackle real-world challenges from various organizations through the Action Consulting Project which culminates with the submission of a final report and a presentation of the students' findings and recommendations using the knowledge they have gained. This dynamic program transforms students into action-oriented managers who are ready to lead their organizations into the future.

Program Learning Goals

1. iMBA graduates will be analytical, critical, and logical thinkers.
2. iMBA graduates will be effective communicators.
3. iMBA graduates will be effective and ethical leaders and team players.
4. iMBA graduates will effectively manage the interaction of various functional areas.
5. iMBA graduates will have adequate understanding of Asian and global business.
6. iMBA graduates will be numerate.

Program Learning Objectives

- 1.1 Identify critical factors in management settings
- 1.2 Identify reasonable alternatives
- 1.3 Apply appropriate qualitative and/or quantitative analytical methods
- 1.4 Reach conclusions using well-structured and logical reasoning
- 1.5 Students incorporate creativity and innovative thinking in problem solving
- 2.1 Deliver oral presentations that are well organized, engaging and informative
- 2.2 Produce written projects that are well-structured, concise, and analytical
- 2.3 Engage in substantive dialogue, actively listen, and contribute to an exchange of ideas
- 3.1 Recognize the consequences and impact of business decisions on contemporary social issues
- 3.2 Evaluate ethical dilemmas in profit and non-profit organizations
- 3.3 Achieve team objectives by collectively expending their efforts for the group task
- 3.4 Demonstrate professional interpersonal relations with other team members
- 4.1 Set organizational goals
- 4.2 Understand the importance of functional interdependence and linkages in achieving organizational goals
- 4.3 Understand the functional integration in managing the stakeholder objectives of an organization
- 5.1 Understand the purpose, function, and goals of world and regional trade organizations and agreements
- 5.2 Analyze the opportunities and threats in the environments associated with managing organizations, regionally and globally
- 5.3 Understand the qualities that enhance cross-cultural effectiveness and develop strategies to improve their own competencies
- 6.1 Understand quantitative techniques in assessing markets and forecasting sales potential
- 6.2 Manage risks effectively and efficiently
- 6.3 Understand scenario analyses to assess environments

PROGRAM STRUCTURE*

PRE-PROGRAM	Program Registration Academic Orientations Non-Academic Orientations Tutorials Bootcamp Convocation
1st TERM (3 months)	Financial Management 1 Business Analytics Strategy Formulation and Implementation Human Behavior in Organizations Marketing Management
2nd TERM (3 months)	Responsible Human Capital Management Financial Management 2 Operations Management Managing Cost and Profit Business Economics
3rd TERM (3 months)	Data Visualization and Storytelling and Applied Artificial Intelligence Financial Management 3 Sustainability and Ethics Action Consulting Project
4th TERM or International Exchange Program (3 months)	Concentration: Finance Concentration: Sustainable Finance Concentration: FinTech Concentration: Business Analytics Concentration: Marketing

* Subject to change

INTERNATIONAL EXPOSURE

With the goal of the student body’s exposure to diverse cultures and industries, iMBA students are encouraged to take advantage of the following learning opportunities:

Dual Degree Program

The Dual Degree Program provides iMBA students with the opportunity to pursue two degrees. They have the opportunity to further pursue either a Master of Advanced Management (MAM) degree at Yale School of Management or a Master of Global Management (MGM) degree at Thunderbird School of Global Management at Arizona State University, through coordination with WSGSB. Students with this dual degree gain an even greater competitive edge over their peers and can count on accelerating their careers even further upon graduation.

International Student Exchange Program

The International Student Exchange Program is a partnership between the Asian Institute of Management and educational institutions in Asia, Australia, the Americas, and Europe. High-performing iMBA students can study and experience the learning and research environments of our international partner schools during their elective term.

Global Network Week*

The Global Network for Advanced Management (GNAM) is an exclusive partnership between 32 top international business schools. The Global Network Week (GNW) enables students to pursue intensive studies at GNAM network schools in a focused course that leverages the perspectives, programs, and faculty expertise of that school. Students from network schools likewise take a course at AIM, adding to the diversity of cultures, insights, and interactions on campus. For more information on GNAM member schools, visit: globalnetwork.io/members



LOCATED IN THE HEART OF ASIA

A melting pot of cultures, Asia, and specifically the Philippines, gives students a rich background in Asian culture coupled with western-style education.

1. Western-style Education with a Focus on Asia

Since the 1940s, the Philippines has adopted Western pedagogical methods in its education system. With AIM's particular emphasis on the Harvard case study method, pursuing a postgraduate degree in the Philippines affords students a fusion of effective and practical approaches with the nuance and insight of Asian traditional business practices providing a diverse and balanced educational approach.

2. Multicultural Learning Environment

Students are exposed to a multicultural learning environment where they can benefit from insights from leading researchers, practitioners, and educators from the world's biggest and most varied continent.

3. English as the Medium of Instruction

English serves as the medium of instruction in institutions in the Philippines. This enables students from Western and Asian backgrounds to effectively communicate and collaborate with each other, enhance cross-cultural exchange, and open doors to global opportunities.

4. Global Recognition and Accreditation

AIM is the first school in the country to be accredited by the Association to Advance Collegiate Schools of Business (AACSB), and it is also a part of the Global Network for Advanced Management (GNAM), an exclusive partnership between 32 international business schools.

5. A Foothold in Asia

Students are provided the opportunity to build a diverse network of contacts from both Western and Asian backgrounds. Connecting with professors, professionals, and fellow students from different cultures and academic disciplines can lead to valuable collaborations, internships, and career opportunities that span international borders.

6. Unique Research Opportunities

Asia offers unique research opportunities for data-driven students. Its geographical location, coupled with a rich social and environmental ecosystem, make it a hub for research and innovation. Students can partake in groundbreaking research projects that address pressing global issues.

Small Network Online Courses*

iMBA students may participate in Small Network Online Courses (SNOCs) offered virtually by GNAM network schools. The courses connect students from multiple network schools online for lectures, discussions, and collaborative team projects, developing teamwork skills and cross-cultural perspectives.

Business competitions

Our students have won many international competitions, and we strongly encourage our iMBA students to participate in various local and international competitions arranged by business schools and organizations. We offer funding for select competitions.

** The GNW and SNOC are offered in the program as add-on coursework and activities*

Makati: Metro Manila's Business District

Makati is the primary central business district in Metro Manila and one of the major financial and commercial hubs in the Philippines. It is home to many multinational corporations, banks, financial institutions, and other business establishments.

It is also centrally located in Metro Manila, making it easily accessible from different parts of the metro. It has a well-developed transportation infrastructure, including major highways, public buses, and a mass rapid transit (MRT) system.

Students can experience a vibrant cultural and entertainment scene within the city's numerous shopping malls, restaurants, cafes, art galleries, theaters, and museums. Lots of options are available for leisure activities, cultural experiences, and socializing.

Proximity to professionals, industry leaders, and multinational companies in Makati can enhance your career prospects, especially in fields, such as general management, banking and finance, data science, development, innovation, financial technology, cybersecurity, and entrepreneurship. This provides unique networking opportunities to students looking to establish strong connections within the region.

ABOUT THE ACADEMIC PROGRAM DIRECTOR



SANDEEP PURI, PhD

Academic Program Director
International Master in Business Administration

Professor Sandeep Puri, PhD is an experienced professional with a combined industry and teaching background of over 28 years. Specializing in sales and marketing, Dr. Puri held positions at IMT Ghaziabad, Trident, and Novartis in India, where he gained valuable insights and practical expertise in sales and marketing. His contributions to the Asian Institute of Management extend well beyond his teaching role, with research papers, case studies, and other works widely published in prestigious academic journals, magazines, and case publishing houses such as the Harvard Business Review, Harvard Business Publishing, and the European Journal of Marketing. Notably, he is a co-author of the book “Sales and Distribution Management” which was published by Pearson.

Dr. Puri’s educational qualifications include a PhD in Marketing from Jaipur National University. Additionally, he holds a PGDM-E (Executive MBA) from IMT Ghaziabad, India, and a bachelor’s degree in pharmacy from Amravati University.

ADMISSIONS

Our Student Recruitment and Admissions Team will assist you in applying for the upcoming International MBA Cohort. Email mba@aim.edu or visit wsgsb.aim.edu for more details.



Eligibility Criteria

- Must have a Bachelor’s degree (or an equivalent qualification) in any discipline, to be evaluated by the program’s Admissions Committee
- Must have at least two years’ work experience
- Proficiency in oral and written English (test result from TOEFL, IELTS, or DET)

Application Process

1. Fill out the application form at aim.powerappsportals.com/apply-now/
2. Send the following documents to mba@aim.edu
 - a. Updated Curriculum Vitae
 - b. Copy of undergraduate Transcript of Academic Records (TOR) or mark sheet
 - c. One professional recommendation or Certificate of Business Registration for self-employed applicants
Professional recommendation template: go.aim.edu/wsgsbprofessionalrecommendation
 - d. Copy of ID page of passport (valid government ID for Filipino applicants)
 - e. Copy of TOEFL, IELTS, or DET test result
3. Submit a CFA exam test result or a test result from any of the following:
 - GMAT
 - NMAT by GMAC
 - GRE
 - CAT/XAT (for Indian nationals)
4. Qualified applicants will undergo an admissions interview with the program faculty.
5. The Admissions result will be sent via email or can be accessed through the AIM Portal.
6. To reserve a slot, pay a USD1,000 registration fee, which will be deducted from the total program fee.

Program Fee

USD31,000

Intake
January