

Online Master in  
Business Administration

# OMBA

18 Months | Part-Time Program



WASHINGTON SYCIP  
GRADUATE SCHOOL  
OF BUSINESS



**AACSB**  
ACCREDITED

GLOBAL  
NETWORK  
FOR  
ADVANCED  
MANAGEMENT



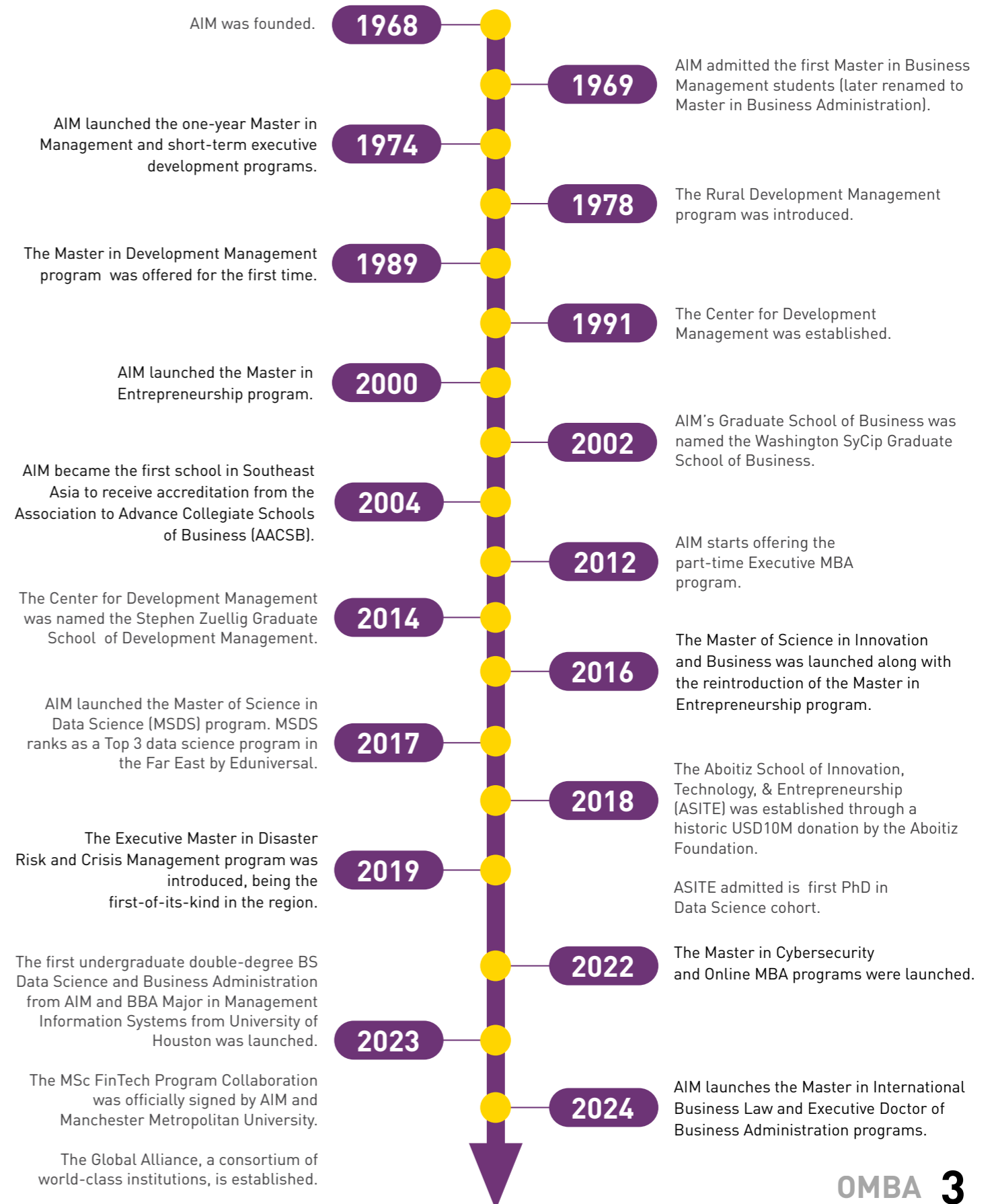
**ASIAN  
INSTITUTE OF  
MANAGEMENT**

# Table of Contents

History of AIM	3
Why choose AIM	4
What is WSGSB	6
Program Description	8
Program Learning Goals	9
Program Structure	10
Located in the Heart of Asia	11
International Exposure	12
Academic Program Director	14
Admissions	15

# 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 and the only one in the Philippines to be accredited by the Association to Advance Collegiate Schools of Business (AACSB). AACSB is a global nonprofit association that connects educators, students, and businesses to foster the development of future leaders. Notably, AACSB accreditation is held to a higher standard than many other accreditation bodies, ensuring excellence in business education and promoting innovation and leadership in the industry.



# WHAT IS WSGSB

For over 55 years, the Washington SyCip Graduate School of Business (WSGSB) has been AIM's flagship training ground for business leaders and managers of Asia's emerging markets and societies. Since 1968, more than 7,800 WSGSB graduates from 73 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 (MSc FinTech), Master in International Business Law (MIBL), and Executive 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.

# ONLINE MBA

## Be Limitless

The Online Master in Business Administration (OMBA) program is designed to help students be limitless as they pursue a graduate business degree, while still actively engaged in their full-time jobs. It seeks to help students become sharp, forward-thinking players, paving the way for eminent and influential business leadership roles while balancing time for other priorities.

OMBA's adaptive approach to learning, combined with our dynamic program, transforms students into action-oriented managers who are ready to lead their organizations into the future. The curriculum grants junior to mid-level professionals the same core courses as our International MBA, all within the four corners of their screen and also helps establish future-proof careers since its graduates develop valuable soft and hard skills required in highly-technical positions. The fully online program runs on a synchronous and asynchronous method, allowing interaction and dynamic discussions among students for an immersive learning experience.

Program coursework spans six terms within 18 months, and culminates in a capstone project that the students would have to research, write, and defend. Classes are held online via Zoom every Tuesday and Thursday from 7:30pm to 9pm and every Saturday from 9am to 5pm, with occasional Wednesday evening classes during Terms 1, 2, and 3.

## Program Learning Goals

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

## Program Learning Objectives

- 1.1 Identify critical factors in management setting
- 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 Understanding scenario analyses to assess environments

# PROGRAM STRUCTURE\*

<b>PRE-PROGRAM</b>	Program Registration Academic Orientations Non-Academic Orientations Tutorials Bootcamp
<b>1st TERM (3 months)</b>	Financial Management 1 Human Behavior in Organization Economic Analysis and Strategy Formulation
<b>2nd TERM (3 months)</b>	Research Methods Marketing Management Financial Management 2
<b>3rd TERM (3 months)</b>	Responsible Human Capital Management Business Analytics Financial Management 3 Capstone Part 1
<b>4th TERM (3 months)</b>	Sustainability and Ethics with Sustainable Business Models Operations Management Data Visualization and Storytelling and Applied Artificial Intelligence
<b>5th TERM (3 months)</b>	Introduction to Entrepreneurship Strategy Implementation, Evaluation, and Innovation Managing Costs and Profits Capstone Part 2
<b>6th TERM (3 months)</b>	Contracts Law and Fundamentals of Principled Negotiations Digital Transformation and Change Management Capstone Project

\* Subject to change

# INTERNATIONAL EXPOSURE

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

## Dual Degree Program

The Dual Degree Program provides OMBA students with the opportunity to pursue two degrees. They have the opportunity to further pursue a Master of Advanced Management (MAM) degree at Yale School of Management 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.

## Small Network Online Courses\*

The Global Network for Advanced Management (GNAM) is an exclusive partnership between 32 top international business schools. OMBA 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. For more information on GNAM member schools, visit: [globalnetwork.io/members](http://globalnetwork.io/members)

## Global Virtual Teams

Become part of the Yale School of Management course, Global Virtual Teams (GVT). The GVT aims to engage students from GNAM network schools through live interactive learning activities. Qualified OMBA students will get the chance to take part in a "global virtual team" and work with other GNAM students on projects that involve group analysis and decision-making to develop the appreciation for team building across cultures and time zones.

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



## 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.

## Business competitions

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

## 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



## ALBERT WEE KWAN TAN, PhD

Academic Program Director  
Online Master in Business Administration

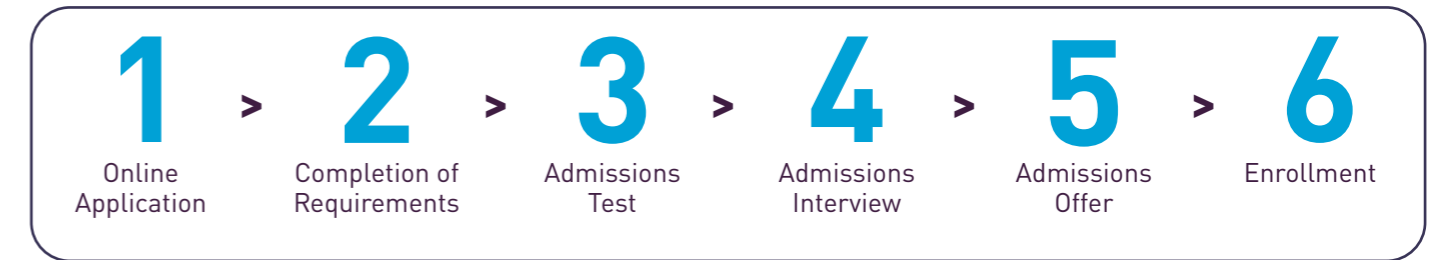
Professor Albert Wee Kwan Tan, PhD is an esteemed professional with a remarkable blend of industry practice and extensive teaching experience across multiple countries. As the Academic Program Director of the Online MBA program, Dr. Tan brings a wealth of knowledge and expertise in the field of business administration. With a combined 32 years of experience, he made significant contributions to industry and academia in Australia, Singapore, China, Dubai, Indonesia, Malaysia, and Vietnam. Most recently, Dr. Tan served as a visiting professor at prestigious institutions such as NUS-Singapore, MIT SCALE Network, Wollongong-Dubai, Mahidol-Thailand, as well as in Indonesia and Vietnam.

Dr. Tan earned his bachelor's degree in Information Technology in 1996 from the University of Southern Queensland, followed by a Master in Business Studies from the University of Ireland in 1998. In 2005, he obtained his PhD in Operations Management from Nanyang Technological University, solidifying his expertise in the field of business operations and management.

In addition to his academic accomplishments, Dr. Tan is a certified Fellow in Production and Inventory Management (CPIM-F) from the Association for Supply Chain Management, demonstrating his commitment to professional excellence and continuous learning.

# ADMISSIONS

Our Student Recruitment and Admissions Team will assist you in applying for the upcoming Online MBA Cohort. Email [onlinemba@aim.edu](mailto:onlinemba@aim.edu) or visit [wsgsb.aim.edu](http://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' up to nine years' of work experience
- Proficiency in oral and written English

## Application Process

1. Fill out the application form at [aim.powerappsportals.com/apply-now/](http://aim.powerappsportals.com/apply-now/)
2. Send the following documents to [onlinemba@aim.edu](mailto:onlinemba@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](http://go.aim.edu/wsgsbprofessionalrecommendation)*
  - d. Copy of ID page of passport (valid government ID for Filipino applicants)
3. Submit a CFA exam test result or a test result from any of the following:
  - GMAT
  - GRE
  - NMAT by GMAC
  - 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 enroll, reserve a slot by paying a USD1,000 registration fee which will be deducted from the total program fee.

## Program Fee

USD15,500

Intake

September





**LEAD. INSPIRE. TRANSFORM.**

**ASIAN INSTITUTE OF MANAGEMENT**

Eugenio Lopez Foundation Building  
Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City  
Philippines 1229

**wsgsb.aim.edu**  
**+632 8892 4011**