

**Executive Master in  
Business Administration**

# **EMBA**

**18 Months | Part-Time Program**



**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 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 Master of Science 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.

# Executive MBA

## Primed for the top

The Executive Master in Business Administration (EMBA) program is a part-time, hybrid program designed for mid- to senior-level executives and entrepreneurs who want to pursue a graduate business degree while still actively engaged in their full-time jobs. It seeks to develop in these professionals refined analytical, decision-making, implementation, and leadership skills, both at the strategic and operational management levels to prepare them to be primed for the top.

The program is designed to enhance and extend the student's knowledge of general management concepts by connecting these with deep-dive discussions of real-life business cases that relate to their own professional experience. EMBA's rigorous curriculum focuses on the following tracks: leading across functions, managing the strategic impact of business model disruptors, developing a strategic mindset, and applying strategy models to local and global environments.

Program coursework spans six terms within 18 months and concludes with an Executive Strategy Report Classes are held on Fridays from 6pm to 9:30pm, and Saturdays from 9am to 5pm. EMBA students are offered the flexibility of a hybrid set-up which gives them the option to attend classes on campus or through Zoom.

## Program Learning Goals

1. EMBA graduates will be creative business planners and innovators.
2. EMBA graduates will formulate appropriate business strategies.
3. EMBA graduates will be well-versed in business integration.
4. EMBA graduates will be effective leaders and doers.

## Program Learning Objectives

- 1.1 Research and fact-finding - market, technology, industry, and competition, etc. (Preparation)
  - 1.2 Identify the problem or opportunity and state the objectives (Problem and Objectives Formulation)
  - 1.3 Generate and test ideas (Incubation)
  - 1.4 Select a solution to address the problem, opportunities, and objectives (Illumination)
  - 1.5 Assess the solution: proving the idea (Verification)
  - 1.6 Evaluate the business or product opportunity (Evaluation - for Decision or Action)
- 2.1 Align strategy with company's mission and vision
  - 2.2 Exploit significant external trends and opportunities
  - 2.3 Fit strategy with internal core competencies and resources
  - 2.4 Position the firm clearly - target market and value offered provide a unique, sustainable competitive advantage
  - 2.5 Develop a unique, internally consistent value chain or business process
  - 2.6 Show how strategy delivers growth and profits for the firm; analyzes risks involved
- 3.1 Identify and recommend action on core problems or opportunities, operating cross-functionality
  - 3.2 Select and apply appropriate concepts, frameworks, and analytical tools of marketing, production/operations, accounting, economics, finance, human behavior in organizations, information systems, etc.
  - 3.3 Analyze and design policies, systems, and procedures across functional areas to create shareholder value
  - 3.4 Display focus on the customer and the value chain
- 4.1 Communicate effectively in a multicultural Asian and global setting
  - 4.2 Motivate oneself, people, and teams
  - 4.3 Articulate vision, and know how to align and inspire the organization to implement strategic change
  - 4.4 Demonstrate awareness and appreciation of one's own capabilities and how these can be best applied to various work situations

# PROGRAM STRUCTURE\*

|                               |   |
|-------------------------------|---|
| <b>PRE-PROGRAM</b>            | <ul style="list-style-type: none"> <li>Program Registration</li> <li>Academic Orientations</li> <li>Non-Academic Orientations</li> <li>Tutorials</li> <li>Bootcamp</li> </ul>   |
| <b>1st TERM</b><br>(3 months) | <ul style="list-style-type: none"> <li>New Language of Business</li> <li>Strategic Financial Governance</li> <li>Sustainable Futures: Ethical Practices in Business and Beyond</li> <li>Empowering Decision-Making Through Business Research</li> </ul> |
| <b>2nd TERM</b><br>(3 months) | <ul style="list-style-type: none"> <li>Business Economics</li> <li>Marketing Mastery for Business Growth</li> <li>Navigating Cost Management and Control Systems</li> </ul>   |
| <b>3rd TERM</b><br>(3 months) | <ul style="list-style-type: none"> <li>Value Chain Management</li> <li>Corporate Finance</li> <li>Strategic Formulation and Execution</li> </ul>  |
| <b>4th TERM</b><br>(3 months) | <ul style="list-style-type: none"> <li>Data Visualization and Storytelling , and Applied AI</li> <li>Towards a DX (Digital Transformation) Economy</li> <li>People Management and Development</li> <li>Strategy Report 1</li> </ul>                     |
| <b>5th TERM</b><br>(3 months) | <ul style="list-style-type: none"> <li>International Competitive Strategy</li> <li>Governance and Risk Management</li> <li>Financial Technologies and Innovations</li> <li>Strategy Report 2</li> </ul>   |
| <b>6th TERM</b><br>(3 months) | <ul style="list-style-type: none"> <li>Leading Transformational Change</li> <li>Fundamentals of Principled Negotiation</li> <li>Executive Strategy Report</li> </ul>  |

\* Subject to change

# INTERNATIONAL EXPOSURE

EMBA students are given opportunities to travel and immerse themselves in other multicultural environments to further heighten their collaborative learning experience and expand their networks.

## Dual Degree Program

The Dual Degree Program provides EMBA 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 WGSB. 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 ESADE Business School in Spain. High-performing EMBA students can take courses from and experience the learning and research environments of our international partner schools.

## 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](http://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\*

EMBA 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 EMBA 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



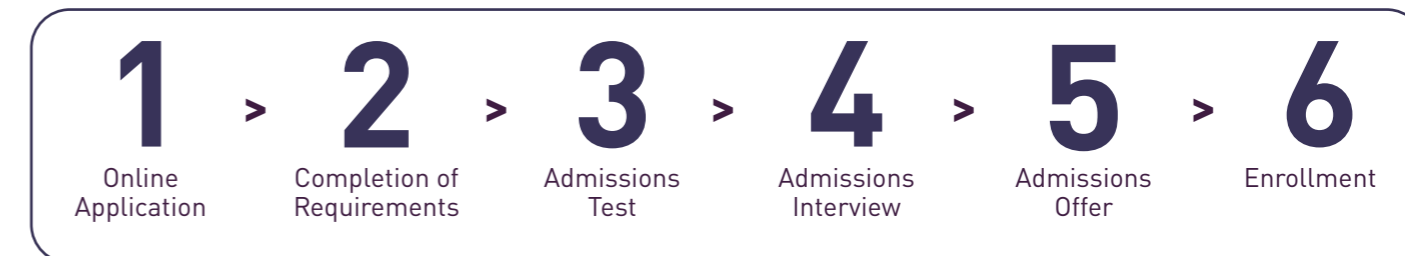
**RAUL RODRIGUEZ, PhD**  
Academic Program Director  
Executive Master in Business Administration

Professor Raul Rodriguez, PhD is a distinguished industry veteran with extensive high-level experience in enterprise systems, leadership, management, and organizational development. Throughout his career, he held numerous prominent positions, serving as Information Technology Director at Colgate-Palmolive Philippines, Inc., Vice President of Information Technology at ABS-CBN Broadcasting Corp., and Chief Information Officer and Corporate Management Services Head at Maynilad Water Services, Inc.

As the Academic Program Director of the Executive MBA program, he leverages his extensive knowledge and practical experience to guide aspiring business leaders in developing the necessary skills and acumen for success in today's complex business landscape. Dr. Rodriguez earned his PhD in Leadership Studies and a Bachelor of Science in Management Engineering degree from the Ateneo de Manila University.

## ADMISSIONS

Our Student Recruitment and Admissions Team will assist you in applying for the upcoming Executive MBA Cohort. Email [emba@aim.edu](mailto:emba@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 ten years' work experience with basic managerial skills
- 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 [emba@aim.edu](mailto:emba@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

USD32,500

Intake

**September**





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**ASIAN INSTITUTE OF MANAGEMENT**

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