



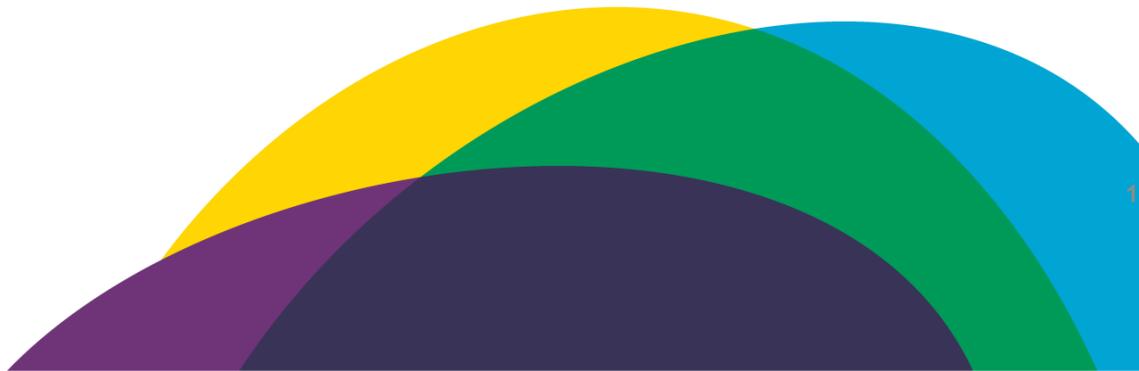
**W.SYCIPI
GRADUATE SCHOOL
OF BUSINESS**

**GLOBAL NETWORK FOR
ADVANCED MANAGEMENT**



DOING BUSINESS IN ASIA

CELEBRATING AND ADVANCING MANAGEMENT EXCELLENCE





LEAD. INSPIRE. TRANSFORM.

GLOBAL NETWORK FOR
ADVANCED MANAGEMENT



AACSB
ACCREDITED

INSTITUTE BY THE NUMBERS

#1

GRADUATE SCHOOL OF
CHOICE OF FILIPINO
EXECUTIVES

Source: Forbes Magazine
Philippines, June 2015

43,000

ALUMNI

from

80

COUNTRIES

AT THE HEART OF AN EVER-CHANGING ASIA

The Asian Institute of Management (AIM) is an Asian pioneer in management education. The Institute was founded in 1968 by a consortium of prominent business leaders, Philippine academic institutions, and the Harvard Business School.

AIM is the first school in Southeast Asia to receive accreditation from the US-based Association to Advance Collegiate Schools of Business (AACSB), globally recognized as having the world's highest standards.

Throughout its history, the Institute has sought to empower students to thrive in challenging, rapidly shifting environments. It achieves this by encouraging a more considerate, effective, and sustainable approach to business in society.

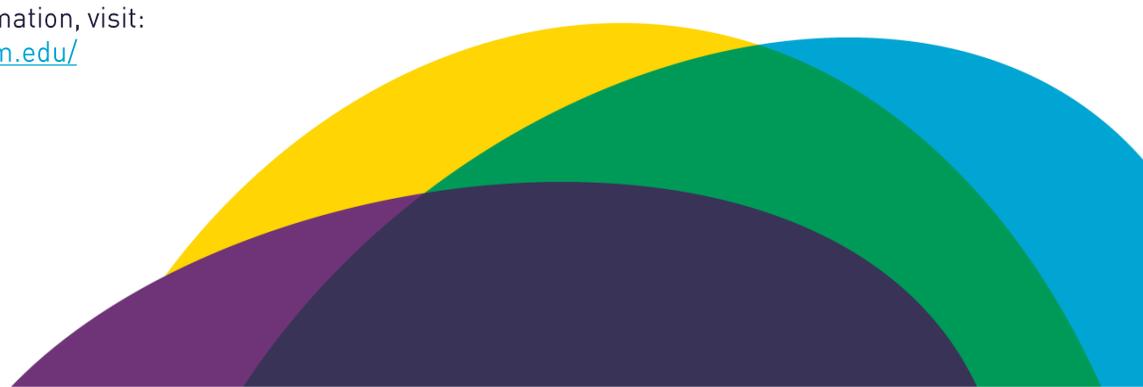
Our mission is to sustain the growth of Asian businesses and societies by developing professional, entrepreneurial, and socially-responsible leaders and managers. In line with this mission, we:

- offer leading-edge practitioner-oriented management programs and use learning technologies that are responsive to our diverse markets;
- promote research that elevates these programs to higher levels of excellence;
- attract and develop an international faculty of distinctive competence and highly skilled and trained staff who ensure the delivery of quality services; and,
- nurture and sustain a culture that rewards professionalism, creativity, and excellence.

The Institute is alma mater to a majority of directors at the 25 most valuable listed companies in the country. It is also the most-preferred school* among 94 corporate directors interviewed by Forbes magazine.

For more information, visit:

<https://www.aim.edu/>





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GNAM – GLOBAL NETWORK PROGRAM (GNW) OF THE WASHINGTON SYCIP GRADUATE SCHOOL OF BUSINESS ASIAN INSTITUTE OF MANAGEMENT

This course explores the uniqueness and complexity of Asian business systems, appreciating the particulars of doing business in Asian settings. It tackles the issues confronted by business, both local and foreign, in setting up, growing, and successfully operating in Asia. Course discussions are aimed at appreciating differences in corporate organization and culture, market dynamics, institutional settings, and regulatory frameworks, and how business leaders can adapt to unique and complex business situations.

LEARNING OUTCOMES

1. Understand the management issues confronted by firms doing business in Asia.
2. Analyze these issues and their impacts on the business.
3. Communicate effectively in oral and written forms about the diverse facets of Asia and how to do business in this part of the world, using appropriate concepts, frameworks, and logical thinking.

GROUP CAPSTONE PRESENTATION

At the end of the course, students are required to present their perspectives on the difference between doing business in Asia and their home country. The students' output will be presented on the last day of the course to a set of panelists to be identified by the program organizers. Presentation of the capstone project is required to merit a certificate of completion.

LEARNING METHODOLOGY

- Class Participation
- Group Capstone Presentation



PROGRAMME

	Day 1 Monday	Day 2 Tuesday	Day 3 Wednesday	Day 4 Thursday	Day 5 Friday
	March 9, 2020	March 10, 2020	March 11, 2020	March 12, 2020	March 13, 2020
09.00AM	Welcome and Program Overview	Sustainability Reporting (9:00AM-10:20AM)			
09.30AM – 10.50AM	Asian Business Systems	Brunch c/o Program (10:30AM-11:30AM)	Disaster Risk and Crisis Management	An Introduction to Filipino Martial Arts: "Arnis"	Capstone Presentation
11.00AM – 12.20PM	Sustainable Finance in the Philippines	Company Visit:	Koreans Doing Business in Asia	Manila Cultural Immersion City Tour	Awarding of Certificates
	Lunch c/o Program	Tandauy Distillery (12:00NN-07:00PM)	Lunch c/o Program	Lunch c/o Student	Lunch c/o Program
02.00PM – 03.20PM				Capstone Learning Team Discussions and Finalization	End of Program
	Coffee Breaks		Doing Business in ASEAN		
04.00PM – 05.20PM	Doing Business in India				





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COURSE LEADERS

PROF. FELIPE O. CALDERON, CMA, CPA, PHD



Professor, AIM
Head, Washington SyCip Graduate School
of Business Executive Director, Gov. Jose
B. Fernandez, Jr. Center for Sustainable
Finance

Expertise: Finance, Sustainable Finance,
Sustainability Management,
Sustainability Reporting, Commercial
Lending and Banking

Citizenship: Canadian
Lecture: "Sustainable Finance in the
Philippines"

PROF. JOSE GERARDO STA. MARIA, PHD



Professor, AIM
Academic Program Director,
MBA, Washington SyCip Graduate
School of Business

Expertise: Organizational
Development, Performance
Management, Leadership

Citizenship: Filipino
Lecture: "Multi-Cultural
Management"

PROF. JAMIL PAOLO S. FRANCISCO, PHD



Professor, and Associate Dean of
the Rizalino S. Navarro Policy Center
for Competitiveness, AIM

Expertise: ASEAN Economic
Integration, SMEs, Post-Disaster
Recovery, Environmental and Resource
Economics

Citizenship: Filipino
Lecture: "Asian Business Systems"



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COURSE LEADERS

PROF. SANDEEP PURI, PHD



Professor, AIM

Expertise: Marketing Strategy,
Sales Management and Customer
Relation Management,

Citizenship: Indian
Lecture: "Doing Business in India"

PROF. FEDERICO M. MACARANAS, PHD



Professor, AIM

Expertise: ASEAN Industries, ASEAN
Community Issues on Thought
Leadership, Foreign Affairs, and
Lifelong Learning |
Recipient of Ten Outstanding Filipino
Award (TOFIL) in Economics

Citizenship: Filipino
Lecture: "Doing Business in the ASEAN"

PROF. VINOD THOMAS, PHD



Visiting Professor, AIM
Director-General, Independent Evaluation,
Asian Development Bank
(Former) Director-General and Sr. Vice
President, The World Bank Group, 2005-
2011

Expertise: Economics and Development
Management, Climate Change & Disaster
Management

Citizenship: American
Lecture: "Disaster Risk and Crisis
Management"



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COURSE LEADERS

MS. DANIELE CORONACION, CSRS, CSP



School Manager, Washington SyCip Graduate School of Business, Certified Sustainability Reporting Specialist, Certified Sustainability Practitioner

Expertise: Sustainability Management, Sustainability Reporting,

Citizenship: Filipino
Lecture: "Sustainability Reporting"

MR. JAEHOON OH



First Vice President and Head – Korean Business Relationship Office, Rizal Commercial Banking Corporation

Expertise: Organizational Development, Performance Management, Leadership, International Relations

Citizenship: Korean
Lecture: "Koreans Doing Business in Asia"



SPECIAL ACTIVITIES

Company visit

Tanduay Distillers, Inc. which celebrates its success of 165 years produces alcoholic beverages. The company distilles rum, gin, vodka, brandy and wine in a variety of flavors and colors. TDI distributes its products worldwide and takes pride in being one of the most awarded rums with over a hundred international awards that included nearly a hundred golds, 7 Monde Selection International High Quality Trophies and a Monde Selection Crystal award. Its initiatives have been recognized globally and received the Green Apple Environmental Award from the Green Organization at the British House of Commons in London, England. Sustainability has been embedded in the DNA of the company, championing socially and environmentally sustainable and responsible business practices.

Cultural Immersions

Manila, the capital of the Philippines, was born out of the ashes of Malay settlement and is the core of more than 7,000 islands in the Philippines. A popular tourist destination and still considered as center for the performing arts in Asia,

City Tours and Local Martial Arts

The local and cultural immersion activity will include tours to the heart of Manila, visiting the Spanish colonial structures of the Fort Santiago, Intramuros, and Rizal Park.

Participants will also be exposed to and learn the popular local Filipino sport and traditional Martial Art, "Arnis", also called "Kali" or "Escrima", incorporating both Western and Eastern Martial Arts

Others

The Philippines has other popular tourist destinations you may explore after your immersions in the GNW program, such as the *surfing capital* – **Siargao**; go *swimming with whale sharks in* **Cebu**, the *UNESCO World Heritage Site* – **Palawan**; and, recognized as one of *the top beaches in the world*, the island of **Boracay**.

Explore the Philippines!

Contact us for more information.

ESTIMATED EXPENSES

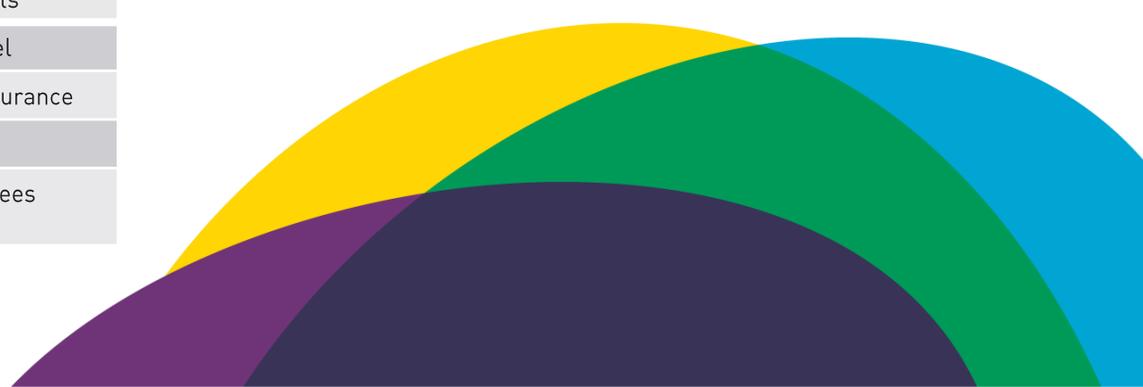
Roundtrip airline tickets

Accommodation / Hotel

Travel and Medical Insurance

Meals

Manila Tour/Cultural fees
(approximately \$100)





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CONTACT US

Ms. Katrina Afable
Program Coordinator
for International Programs,
Asian Institute of Management
E: Kafable@AIM.EDU

THANK YOU

SALAMAT

Tagalog / Filipino

شكرا

Arabic

고맙습니다

Korean

धन्यवाद

Hindi

ขอขอบคุณ

Thai

ありがとう

Japanese

TERIMA KASIH

Malay / Indonesian

ຂອບໃຈ

Lao

谢谢

Chinese