



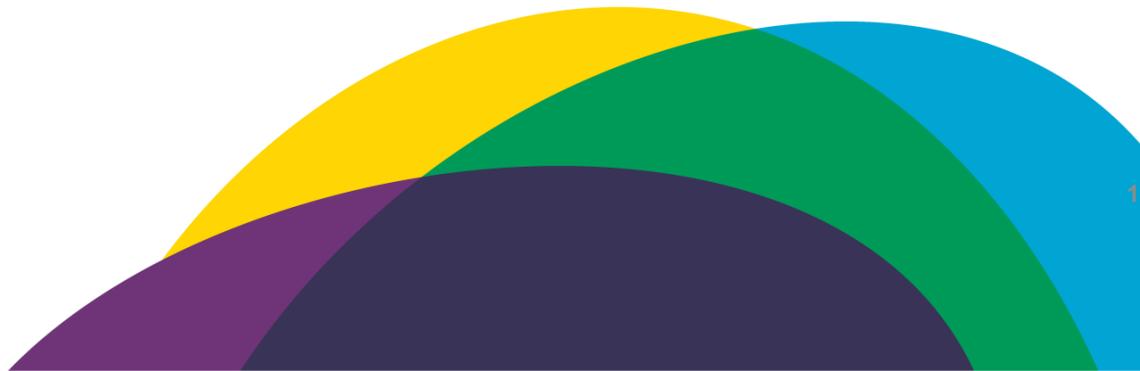
**W.SYCIPI
GRADUATE SCHOOL
OF BUSINESS**

**GLOBAL NETWORK FOR
ADVANCED MANAGEMENT**



STRATEGY SETTING FOR ASEAN 2025

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.

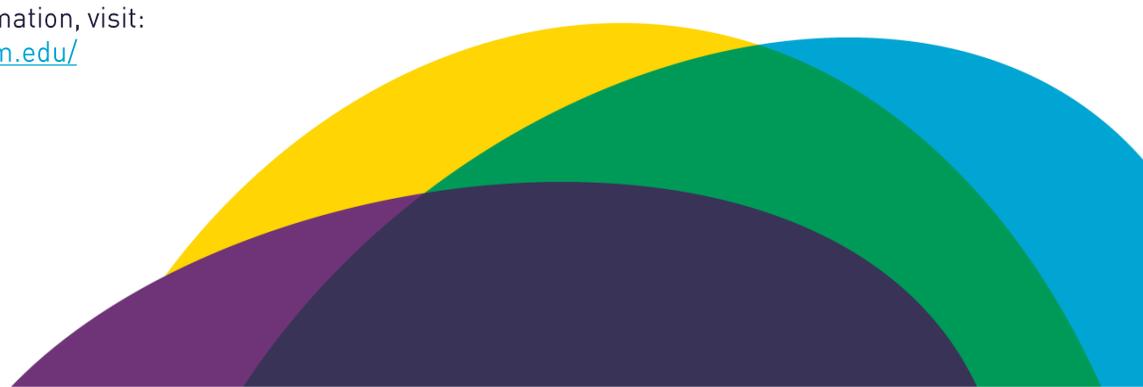
Our mission is to sustain the growth of Asian businesses and societies by developing professional, entrepreneurial, and socially-responsible leaders and managers. In line with this mission, we:

- 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/>





**W.SYCIIP
GRADUATE SCHOOL
OF BUSINESS**

**GLOBAL NETWORK FOR
ADVANCED MANAGEMENT**



GNAM – GLOBAL NETWORK PROGRAM (GNW) ASIAN INSTITUTE OF MANAGEMENT

“STRATEGY SETTING FOR ASEAN 2025”

The module at AIM will focus on the ongoing integration of the Association of Southeast Asian Countries (ASEAN) as platform for learning.

The ASEAN was established on 8 August 1967 with current 10-member states that include Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. The ASEAN Secretariat is based in Jakarta, Indonesia.

It has identified the following four major pillars for its economic integration:

Pillar 1: A Single Market and Production Base

Pillar 2: Competitive Economic Region

Pillar 3: Equitable Economic Development

Pillar 4: Integration to the Global Economy

Prior to coming to AIM, students are required to familiarize themselves with the ASEAN community's on-going integration issues and challenges. Depending on his/her country of origin or expected base of employment or business activities, the student is expected to prepare for the module by evaluating possible opportunities that the ASEAN integration to the global economy might create for the industry he/she expects to join after finishing his/her program of studies. Such preparation should include the relevant industry study or business outlook.

The students will be required to evaluate these opportunities and present to the class their analysis and plan of action. This report should demonstrate the student's proficiency with the tools learned in the AIM or partner school program.

LEARNING OUTCOMES

- **Understand and sense the forces that affect market, technology, industry & competition, etc. in ASEAN;**
- **Analyze risks and develop strategies, policies, systems, and procedures across functional areas to create shareholder value;**
- **Communicate effectively in a multi-cultural Asian and global setting;**
- **Plan and drive execution through people with appropriate monitoring and evaluation systems.**

LEARNING METHODOLOGY

- Case Studies
- Lecture Discussion
- Site Visit
- Group Work
- Exam



**W.SYCIPI
GRADUATE SCHOOL
OF BUSINESS**

**GLOBAL NETWORK FOR
ADVANCED MANAGEMENT**



FACULTY



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

Profile:

<https://www.aim.edu/faculty-and-staff/adjunct-faculty/federico-m-macaranas-phd>



**W.SYCIP
GRADUATE SCHOOL
OF BUSINESS**

**GLOBAL NETWORK FOR
ADVANCED MANAGEMENT**



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