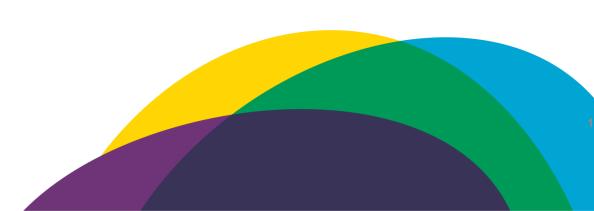






DOING BUSINESS IN ASIA

CELEBRATING AND ADVANCING MANAGEMENT EXCELLENCE









INSTITUTE BY THE NUMBERS

#1

GRADUATE SCHOOL OF CHOICE OF FILIPINO EXECUTIVES

Source: Forbes Magazine Philippines, June 2015 43,000

from

80

COUNTRIE

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 developan 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/







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



W.SYCIP GRADUATE SCHOOL OF BUSINESS

GLOBAL NETWORK FOR ADVANCED MANAGEMENT

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 Light snacks c/o Program | Sustainability Reporting (9:00AM-10:20AM) | Light snacks c/o Program | An Introduction to Filipino Martial Arts: "Arnis" (8:30AM-10:30AM) | Light snacks c/o Program |
| 09.30AM – 10.50AM | Asian Business Systems | Brunch c/o Program (10:30AM-11:30AM) | Disaster Risk and Crisis Management | | Capstone Presentation |
| 11.00AM – 12.20PM | Sustainable Finance in the Philippines | Company Visit: | Koreans Doing Business in Asia | Manila City Tour (11:00AM-5:00PM) | Awarding of Certificates |
| | | Tanduay Distillery (11:45AM- 07:00PM) Meeting Place: AIM Lobby | | Meeting Place: AIM Lobby | |
| | Lunch c/o Program | | Lunch c/o Program | Lunch c/o Student | Lunch c/o Program |
| 02.00PM - 03.20PM | Multi-Cultural Management | | ASEAN Business, Technology and Law Light snacks c/o Program | | End of Program |
| | Break and Class Photo Light snacks c/o Program | | | Capstone Learning Team Discussions and Finalization (after city tour) | |
| 04.00PM - 05.20PM | Doing Business in India | | | | |
| Venue: Meralco Caseroom, AIM Ground Floor | | | | | |





CONTACT US

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THANK YOU

SALAMAT

شكوا

고맙습니다

Tagalog / Filipino

Arabic

Korean

धन्यवाद

ขอขอบคุณ

ありがとう

Hindi

Thai

Japanese

TERIMA KASIH

ຂອບໃຈ

谢谢

Malay / Indonesian

Lao

Chinese

DOING BUSINESS IN ASIA

ASIAN INSTITUTE OF MANAGEMENT