



**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 <i>Light snacks c/o Program</i>	Sustainability Reporting (9:00AM-10:20AM)	<i>Light snacks c/o Program</i>	An Introduction to Filipino Martial Arts: "Arnis" (8:30AM-10:30AM)	<i>Light snacks c/o Program</i>
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: Tanduay Distillery (11:45AM-07:00PM)	Koreans Doing Business in Asia	Manila City Tour (11:00AM-5:00PM) Meeting Place: AIM Lobby	Awarding of Certificates
	Lunch c/o Program		Lunch c/o Program	Lunch c/o Student	Lunch c/o Program
02.00PM – 03.20PM	Multi-Cultural Management	Meeting Place: AIM Lobby	ASEAN Business, Technology and Law <i>Light snacks c/o Program</i>	Capstone Learning Team Discussions and Finalization (after city tour)	End of Program
	Break and Class Photo <i>Light snacks c/o Program</i>				
04.00PM – 05.20PM	Doing Business in India				

Venue: Meralco Caserom, AIM Ground Floor



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CONTACT US

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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