

DepEd ADVISORY No. **169**, s. 2012
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2012 CALENDAR OF PROGRAM OFFERINGS OF THE AIM EXECUTIVE EDUCATION AND LIFELONG LEARNING CENTER

The Asian Institute of Management (AIM) through its Executive Education and Lifelong Learning Center (EXCELL) announces the **2012 Program Offerings** to be conducted on the following dates with the registration fees:

Program	Date	Fee
General Management		
• 142 nd Basic Management Program	April 23-May 11	PhP135,000.00
• 143 rd Basic Management Program	August 6-24	PhP135,000.00
• 144 th Basic Management Program	November 5-23	PhP135,000.00
• 80 th Management Development Program	April 16-May 25	PhP240,000.00
• 81 st Management Development Program	Sept. 17-Oct. 26	PhP240,000.00
• Top Management Program, Bali, Indonesia	To be announced	To be announced
Banking and Finance		
<i>For Non-finance Executives</i>		
• Fundamental of Finance for the Technical Executive	March 14-16	PhP30,000.00
• 26 th Finance for Senior Executives Program	September 24-28	PhP50,000.00
<i>For Finance and Non-Finance Executives</i>		
• 16 th Enterprise-Wide Risk Management Program	November 5-9	PhP50,000.00
<i>For Finance Executives</i>		
• 12 th Strategic Finance Program	November 19-23	PhP50,000.00
• Strategic Investment Management Program	July 30-August 3	PhP50,000.00
• Strategic Financial Analysis for Business Evaluation	May 14-17	PhP45,000.00
Leadership		
• Human Capital Management	To be announced	PhP80,000.00
Marketing		
• Marketing Strategy Course: Principles, Strategy and Planning	April 23-May 4	PhP100,000.00
• Strategic Brand Management	May 24-26	PhP35,000.00
• Analytics for Market Leadership	March 26-30	PhP50,000.00
• Strategic Marketing Management	April 16-20	PhP50,000.00
• Advanced Marketing for Business Growth	May 21-25	PhP50,000.00
Special Programs		
• Achieving Business Excellence	May 28-30	PhP30,000.00
• Delivering Quality Customer Service	May 21-25	PhP40,000.00
• Project Management	April 23-27	PhP50,000.00
• Strategic Innovation Program	November 2012	PhP35,000.00
• Business Management Program: Preparatory Management Course for College Students and Fresh Graduates	April 23-May 11	PhP35,000.00
Entrepreneurship Programs		
• Entrepreneurship Development Program	March 19-30	PhP60,000.00
• Creating Winning Business Plans	August 28-30	PhP30,000.00

The target participants are the presidents, chief executive officers, chief financial officers, medical directors, senior marketing officers, and other senior operations and management personnel of hospitals, clinics, laboratories and related facilities.

For more information, interested applicants may contact the following: **Ms. Yola Genuino**, **Ms. Apple Ani**, **Ms. Ria Gonzales** or **Ms. Raquel Trivino**, Excel Marketing Group at telephone nos.: (02) 893-2050; (02) 892-4011 locals 526, 228, 347 and 365 or send a message through e-mail addresses: excel@aim.edu or ygenuino@aim.edu.