



ที่ ศธ 0604/ 1451

สำนักงานคณะกรรมการการอาชีวศึกษา
กระทรวงศึกษาธิการ กทม. 10300

4 เมษายน 2557

เรื่อง ส่งสำเนาหนังสือนำเสนอสถาบัน AIM หลักสูตรการศึกษาและหลักสูตรระยะสั้นของสถาบันฯ

เรียน ผู้อำนวยการในสังกัดสำนักงานคณะกรรมการการอาชีวศึกษาทุกแห่ง

สิ่งที่ส่งมาด้วย รายละเอียดสถาบัน Asian Institute of Management หรือ AIM สาธารณรัฐฟิลิปปินส์
จำนวน 1 ชุด

ด้วย สถาบัน Asian Institute of Management หรือ AIM สาธารณรัฐฟิลิปปินส์ ได้นำเสนอ
สถาบันฯ ซึ่งเปิดสอนหลักสูตรนานาชาติด้านการบริหารและการจัดการในระดับปริญญาโท (หลักสูตร MBA และ
MDM ด้านการบริหารและการพัฒนาสำหรับหน่วยงานรัฐบาล และองค์กรที่ไม่แสวงหาผลกำไร) พร้อมทั้งหลักสูตร
ระยะสั้น (Public Programs) สำหรับผู้บริหารและหลักสูตรตามความต้องการเฉพาะองค์กร (Customized)
รายละเอียดดังสิ่งที่ส่งมาด้วย

จึงเรียนมาเพื่อโปรดทราบ และประชาสัมพันธ์ให้บุคลากรในสถานศึกษาทราบด้วย

ขอแสดงความนับถือ

(นายอภิรักษ์ คลั่งแสง)

รองเลขาธิการ ปฏิบัติราชการแทน
เลขาธิการคณะกรรมการการอาชีวศึกษา

สำนักนโยบายและแผนการอาชีวศึกษา

โทร. 0 2281 5555 ต่อ 1708

โทรสาร 0 2280 4487

เรื่อง ส่งเอกสาร

๑. ส่งไปโปรดฯ

๒. ค้นเอกสารลง ๕ ๕๐, ดึงเอกสาร

๕ เม.ย. ๕๗

๑. ชวพร

๗. 11/๕๖ มติจากที่ประชุม RM

๓. ๓๑ ม.ย. ๕๗

๕ เม.ย. ๕๗ (ร.ด.)



บันทึกข้อความ

สำนักผู้อำนวยการ
สำนักงานคณะกรรมการการอาชีวศึกษา
เลขที่ 1249
วันที่ 27 มี.ค. 2557

ส่วนราชการ สำนักงานรัฐมนตรี กลุ่มประชาสัมพันธ์ โทร. ๐ ๒๒๘๒ ๕๗๖๕ ภายใน ๑๒๘๐

ที่ ศธ ๐๑๐๐/ ๒๕๑๐

วันที่ ๒๗ มีนาคม ๒๕๕๗

เรื่อง ส่งสำเนาหนังสือนำเสนอสถาบัน AIM และหลักสูตรระยะสั้นด้านการบริหารและการบริหารงานพัฒนา

เรียน เลขาธิการคณะกรรมการการอาชีวศึกษา

สำนักผู้อำนวยการ
สำนักงานคณะกรรมการการอาชีวศึกษา
เลขที่ 1910
วันที่ 27 มี.ค. 2557
เลขที่ส่ง
เลขที่รับ

ด้วย สถาบัน Asian Institute of Management หรือ AIM ประเทศฟิลิปปินส์ มีหนังสือ
นำเสนอสถาบันฯ ซึ่งเปิดสอนหลักสูตรนานาชาติด้านการบริหารและการจัดการในระดับปริญญาโท
(หลักสูตร MBA และ MDM ด้านการบริหารและการพัฒนาสำหรับหน่วยงานรัฐบาล และองค์กรที่ไม่แสวงหา
ผลกำไร) พร้อมทั้งหลักสูตรระยะสั้น (Public Programs) สำหรับผู้บริหาร และหลักสูตรตามความต้องการ
เฉพาะองค์กร (Customized)

ในการนี้ รัฐมนตรีว่าการกระทรวงศึกษาธิการ ได้มีบัญชามอบหมายให้สำนักงานรัฐมนตรี
ส่งสำเนาปฏิทินและรายละเอียดหลักสูตรดังกล่าว เพื่อประชาสัมพันธ์ในหน่วยงานต่อไป ดังเอกสารแนบ

จึงเรียนมาเพื่อโปรดทราบ

อ. ศธ. ๐๑๐๐

(นางรักขณา ตัณฑวุฑโฒ)
หัวหน้าสำนักงานรัฐมนตรี

เรียน ผอ. กอ.ศ.

1. เพื่อโปรดทราบ
2. เห็นควรตอบ กอ.ศ.

ส.ศ. ๐๑๐๐

๒๗ มี.ค. ๕๗

อ. ศธ. ๐๑๐๐

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

(นายธีระพล พูลทวี)

ผู้อำนวยการวิทยาลัยเทคนิคอ่างทอง รักษาการแทน
ผู้อำนวยการสำนักนโยบายและแผนการอาชีวศึกษา

27 มี.ค. 2557

อ. ศธ. ๐๑๐๐

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗

๒๗ มี.ค. ๕๗



ASIAN INSTITUTE OF MANAGEMENT

สำนักงานรัฐมนตรี
 ได้รับที่ 624
 วันที่ 17 ส.ค. 2557
 เวลา 14.51

วันที่ 3 มีนาคม 2557

พร.ศร.
 เลขที่ 658
 วันที่ 1 มีนาคม 2557

หนังสือเลขที่ 2557/189
 เรื่อง นำเสนอสถาบัน AIM และหลักสูตรระยะสั้นด้านการบริหารและการบริหารงานพัฒนา
 เรียน รัฐมนตรีว่าการ กระทรวงศึกษาธิการ
 สิ่งที่แนบมา รายละเอียดของสถาบัน AIM และหลักสูตรระยะสั้นด้านการบริหารและการบริหารงานพัฒนา

Asian Institute of Management หรือ AIM ก่อตั้งขึ้นในปี พ.ศ. 2511 โดยความร่วมมือของมูลนิธิฟอร์ด มหาวิทยาลัยฮาร์วาร์ด มหาวิทยาลัยเอเดินโบย มหาวิทยาลัยเดอลาซาล สมาคมธุรกิจ และนักวิชาการในประเทศฟิลิปปินส์

AIM เป็นสถาบันแห่งแรกในเอเชียที่เปิดสอนหลักสูตรนานาชาติด้านการบริหารและการจัดการ โดยในระดับปริญญาโท สถาบันเปิดสอนหลักสูตร MBA และ MDM การบริหารและการพัฒนาสำหรับหน่วยงานรัฐบาล และองค์กรที่ไม่แสวงหาผลกำไร โดยมีการให้ทุนจากธนาคารเพื่อการพัฒนาเอเชีย และเครือชูลติคมายาวนาน ทั้งนี้ AIM ได้มีโอกาสพัฒนาหลักสูตรพัฒนาบุคลากรให้กับ ธนาคารโลก ธนาคารเพื่อการพัฒนาเอเชีย และหน่วยงานรัฐบาลของนานาประเทศ รวมทั้งบริษัทชั้นนำระดับเอเชียและนานาชาติมาอย่างต่อเนื่อง ในปัจจุบัน AIM มีศิษย์เก่ากว่า 40,000 คนทั่วโลก และมีศิษย์เก่าในประเทศไทยกว่า 600 ท่าน นอกจากนี้ AIM ยังให้บริการหลักสูตรระยะสั้น (Public programs) สำหรับผู้บริหาร และหลักสูตรตามความต้องการเฉพาะองค์กร (Customized)

ปัจจุบัน AIM ยังคงมีการจัดการเรียนการสอนแบบ Caserom โดยใช้กรณีศึกษาของฮาร์วาร์ด ผสมกับวัฒนธรรมการบริหารจัดการแบบเอเชีย โดยมีการจัดฝึกอบรมคณาจารย์ในหลักสูตร Advanced Teaching Program เพื่อให้สามารถใช้กรณีศึกษาของฮาร์วาร์ด อย่างได้ผล และมีประสิทธิภาพสูงสุด จนได้รับการยอมรับให้เป็นสถาบันนานาชาติด้านการศึกษายาวนานถึง 45 ปี

AIM มุ่งเน้นการวิเคราะห์และแก้ไขปัญหาตามแนวทางของเอเชีย ผู้เรียนจะได้มีโอกาสแลกเปลี่ยนความคิดเห็นกับผู้บริหารจากประเทศต่างๆ ในสายงานหลากหลาย พัฒนาภาวะผู้นำ การคิดวิเคราะห์ การตัดสินใจ การนำเสนอ และการทำงานเป็นทีมเพื่อศึกษาโอกาสในการแก้ปัญหาในแนวทางอื่นๆ พร้อมการสร้างเครือข่ายทางธุรกิจ และเรียนรู้วัฒนธรรมจากเพื่อนร่วมชั้นเรียน

เพื่อเป็นการเตรียมความพร้อมให้กับบุคลากรในการก้าวเข้าสู่ประชาคมเศรษฐกิจอาเซียน ที่กำลังจะมาถึงได้อย่างมั่นใจ AIM ใคร่ขอท่านพิจารณาหลักสูตรระยะสั้นด้านการบริหารและการบริหารงานพัฒนา สำหรับผู้ได้บังคับบัญชา ทั้งนี้สถาบันฯ ได้แนบปฏิทินและรายละเอียดหลักสูตรมาเพื่อเป็นข้อมูลเบื้องต้นด้วย

ดิฉันหวังเป็นอย่างยิ่งว่า AIM จะมีโอกาสเป็นส่วนหนึ่งในการพัฒนาและสร้างผู้บริหารที่แข็งแกร่งเพื่อเป็นกำลังหลักของประเทศไทย ในการพัฒนาประเทศและสังคมอย่างมีประสิทธิภาพ อีกทั้งเตรียมพร้อมรับมือกับความเปลี่ยนแปลงในภูมิภาคอาเซียน

ขอแสดงความนับถือ

แจ้ง ส.ค.ส. สอ. สก. สก. สก.

(นายจตุรงค์ ฉายแสง)

รัฐมนตรีว่าการกระทรวงศึกษาธิการ
 25 มี.ค. 57

ปฐมา ธรรมมงคล

ผู้จัดการประจำประเทศไทย

Asian Institute of Management

โทร: 02-660-6205-6 โทรสาร: 02-660-3881

พร.ศร.
 เลขที่ 658
 วันที่ 1 มีนาคม 2557



Asian Institute of Management



- AIM is a pioneer in international management education in Asia.
- Established in 1968 with the Harvard Business School, academicians, and businessmen
- Over 40,000 alumni AIM's graduates in 70-plus countries have made their way to the top of the world's leading companies and organizations.

Accreditation and Rankings

AIM is the first school in Southeast Asia to achieve accreditation from the US-based Association to Advance Collegiate Schools of Business (AACSB) based on the world's highest international standards

"AIM has developed since its genesis in 1968 a very rich and prolific set of interactions with the (a) business practitioner/owner, (b) government officer, and (c) civil association decision-maker worlds. AIM's relationship with these three constituencies is at the core of its operation. Examples of this area of excellence are the wide variety of in-company degree and non-degree programs that constitute up to 60% of the school revenue, the rich and relevant participation of people from these sectors as guest speakers in class, and the great convocation power AIM has when it organizes events for policymaking and/or corporate social responsibility conferences in the ASEAN region."

- AACSB Peer Review Team, 2010 Best Practices Report

2011 : AIM was ranked No. 1 among Asian business schools and No. 52 on a list of the Top 100 MBA programs worldwide in the Aspen Institute's Beyond Grey Pinstripes survey. Schools in the Top 100 demonstrate significant leadership in integrating social, environmental, and ethical issues into the MBA program.

2010 : AIM placed No. 14 in Asia/Australasia in The Economist's Which MBA? rankings.

2002 : the World Bank selected AIM as its strategic partner through the establishment of the AIM-WB Development Resource Center, making AIM the world's first private management education institution to partner with the World Bank. AIM was also designated by the Asian Development Bank as a Center of Excellence and partner in knowledge creation and management.

2001 : AIM was honored with the 1st Beyond Grey Pinstripes Award for Business School Innovation in Social Impact Management.



1995 : The winner of Ramon Magsaysay Award, the Asian equivalent of the Nobel Prize, for promoting international understanding and "setting region-wide standards for excellence."

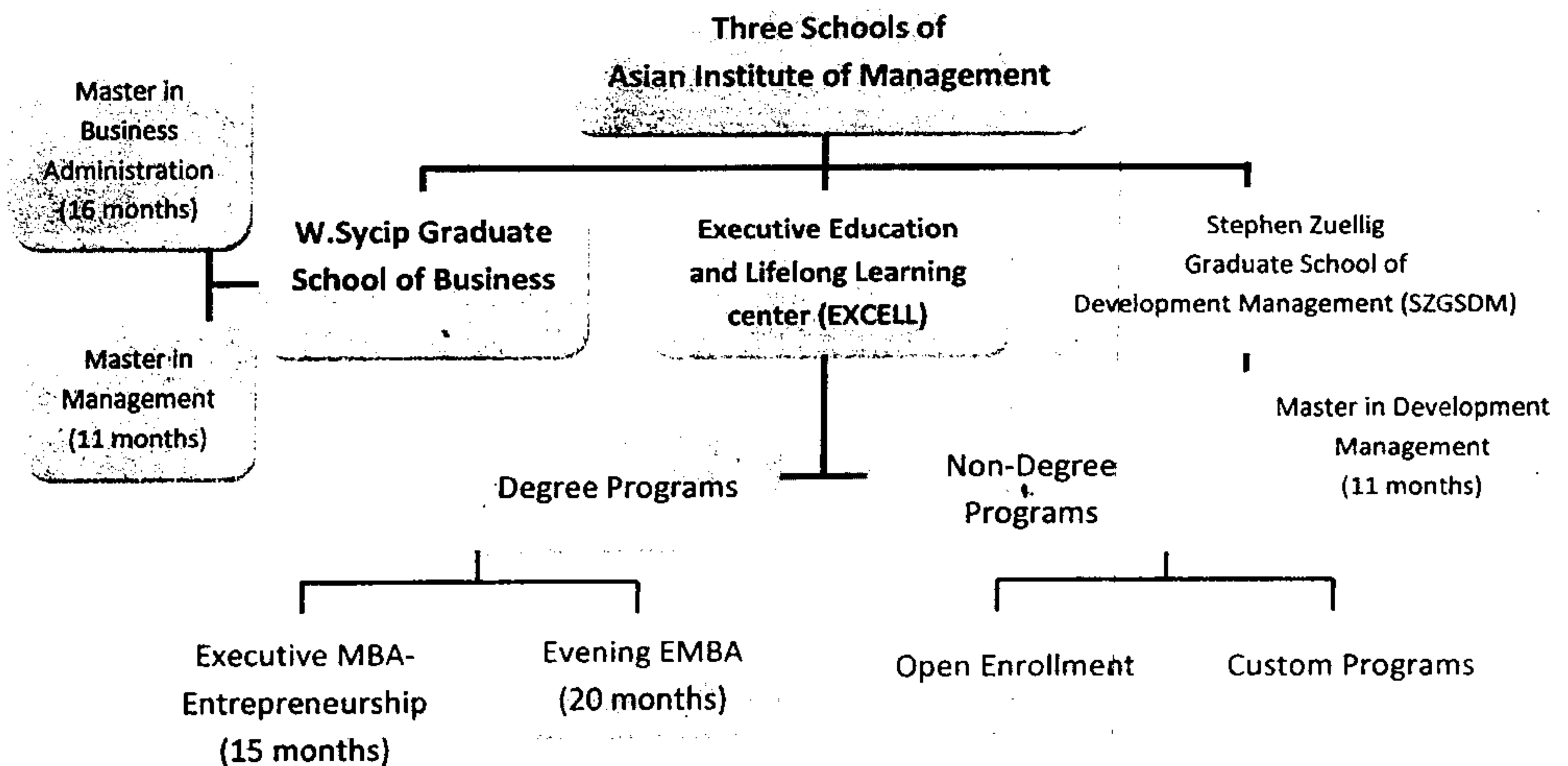
AIM's Mission Statement

"We are committed towards making a difference in promoting the sustainable development of Asian societies by developing professional, entrepreneurial, and socially responsible leaders and managers."

AIM Advantage – The Case Method

- AIM has been known as the "Harvard of Asia" because of the use of case method as the primary mode of learning in all its programs.
- Students analyze real-life problems in class discussions and learn important concepts and skills.
- Evaluating hundreds of cases during their course to sharpen their managerial skills
- An AIM education means rigorous training, up-to-date management concepts, and emphasis on analytical, people management, and leadership skills.

Three Schools of Asian Institute of Management





W.Sycip Graduate School of Business

- Offer an MBA and MM program which is global in scope and content, Asian in context and delivery
- It is designed with emphasis on practitioner-oriented learning
- AIM's MBA and MM programs hone business thinking, analysis, and decision-making.
- It is a boot camp for management fundamentals and business knowledge.
- MBA International Student Exchange Program

NORTH AMERICA

- ✓ Case Western Reserve
- ✓ IPADE Business School
- ✓ Schulich School of Business
- ✓ Wharton School, University of Pennsylvania University of San Diego

EUROPE

- ✓ Audencia Nantes
- ✓ EDHEC Business School
- ✓ EBS Universitat
- ✓ Louvain School of Management
- ✓ Norwegian School of Economics and Business Administration
- ✓ University of Bocconi
- ✓ University of Cologne
- ✓ MCI Management Center Innsbruck
- ✓ University of Mannheim
- ✓ Warsaw School of Economics
- ✓ WHU – Otto Beisheim School of Management

OCEANIA

- ✓ Melbourne Business School

ASIA

- ✓ Asian Institute of Technology
- ✓ Indian Institute of Management – Ahmedabad and Indore
- ✓ National University of Singapore
- ✓ Xavier Labour Relations Institute

Center for Development Management

- CDM is AIM's response to the challenge of sustaining Asian development.
- Its mission is to mold the next generation of development leaders and change agents at the development organization level and in government.
- CDM works with emerging nations to build a national corps of public managers who can supervise public service delivery programs, including poverty reduction projects.
- Offer CDM Master in Development Management program and certificate programs



Executive Education and Lifelong Learning Center (EXCELL)

- Executive Education and Lifelong Learning Center
- EXCELL is AIM's executive development arm first launched its general management programs in the 1970s
- Degree programs (Executive MBA and Evening Executive MBA)
- Non-Degree : Open Enrollment Programs and Custom Programs

EXCELL

Degree programs (Executive MBA-Entrepreneurship and Evening Executive MBA)

- The 15-month Executive MBA - Entrepreneurship is designed for Entrepreneurs. The program will provide broad strategic management education that can tear down obstacles to business growth and longevity. It is a combination of face-to-face classroom sessions, company tour to meet Entrepreneurial icons/ AIM successful alumni local and abroad, as well as online sessions.
- The 20-month Evening EMBA is designed to enable working professionals to obtain an MBA from a world-class business school while balancing work, family, and personal commitments. Students learn the fundamentals of business strategy and general management competence which they need to lead, build, and manage enterprises that create value in a dynamic, global economy.

EXCELL

Non-Degree programs : Open Enrollment and Custom Programs

- Open enrollment programs offer high-impact learning in three days to six weeks. Latest industry developments, results-oriented coursework, acquisition of new career skills, professional networking, and cultural exchange are all part of the caseroom experience. As a participant, you will be able to immediately translate what you have learned back to the workplace. Programs cover key management issues in business and development.
- AIM's custom programs have a proven reputation for expanding knowledge and leadership capacities that meet specific corporate needs and challenges. AIM works closely with companies to develop and deliver results-oriented solutions critical to business growth, strategies, and objectives.

EXCELL Programs

GENERAL MANAGEMENT

- Basic Management Program
- Management Development Program
- Top Management Program

BANKING AND FINANCE

- Fundamentals of Finance for the Technical Executives
- Finance for Senior Executives
- Enterprise-Wide Risk Management Program
- Strategic Finance Program
- Strategic Investment Program
- Course for Senior Bank Managers



- Strategic Financial Analysis for Business Evaluation
- International Finance Program

LEADERSHIP

- Human Capital Management
- Negotiating Change and Development
- Coaching Skills for Leaders and Managers

MARKETING

- Strategic Brand Management
- Analytics for Market Leadership
- Strategic Marketing Management
- Advanced Marketing for Business Growth
- Customer Loyalty Program

SPECIAL PROGRAMS

- Achieving Business Excellence
- Delivering Quality Customer Service
- Measuring & Managing Corporate Performance
- Project Management
- Strategic Innovation Program
- Business Analytics Program

ENTREPRENEURSHIP

- Entrepreneurship Development Program
- Creating Winning Business Plans
- Financing Growth for Entrepreneurial Companies

*Promoting the sustainable development
of Asian societies is our AIM*



2014 CALENDAR OF PROGRAM OFFERINGS

Please send me a brochure of the following programs: (please check)

PROGRAM	PROGRAM DATE	Program Fee
GENERAL MANAGEMENT		
<input type="checkbox"/> 148 th Basic Management Program	May 5 - 23	US\$5,500
<input type="checkbox"/> 149 th Basic Management Program	Aug 11 - 29	US\$5,500
<input type="checkbox"/> 150 th Basic Management Program	Nov 10 - 28	US\$5,500
<input type="checkbox"/> 84 th Management Development Program	Apr 21 - May 30	US\$9,000
<input type="checkbox"/> 85 th Management Development Program	Sep 15 - Oct 24	US\$9,000
<input type="checkbox"/> Top Management Program	May 22 - 27	US\$6,500
FINANCE		
<input type="checkbox"/> Measuring and Managing Corporate Performance	July 14 - 18	US\$2,250
<input type="checkbox"/> Finance for Senior Executives	May 19 - 23	US\$2,250
HR & LEADERSHIP		
<input type="checkbox"/> Coaching Skills for Leaders & Managers	May 12 - 14, Module I June 16 - 17, Module II	US\$2,250
<input type="checkbox"/> Strategic Negotiations	TBA	US\$2,250
MARKETING		
<input type="checkbox"/> Strategic Brand Management	May 29 to 31	US\$1,250
SPECIAL PROGRAMS		
<input type="checkbox"/> Project Management Program	May 26 to 30	US\$2,250
<input type="checkbox"/> Beat the Odds: Master the Self, Manage Emotions, and Achieve Goals	TBA	US\$1,250
<input type="checkbox"/> Practical Innovation Program	May 12 - 14	US\$1,250
<input type="checkbox"/> Technology Innovation Strategy Course	TBA	US\$2,250
<input type="checkbox"/> Project Portfolio Management Course	TBA	US\$2,250
<input type="checkbox"/> Managing Family Corporation	Mar 10 - 14	US\$2,250

FRAME YOUR FUTURE

Invest in the pursuit of higher education and develop your brand of leadership – one suited to the ever-growing demands of Asia.

LEAD REAL-TIME

The dynamics of modern business and society call for leaders that made the most effective decisions at the quickest time possible

DISCOUNTS AVAILABLE

No. Of Participant	Discount
3	3%
4	4%
5	5%
6 or more	7.5%
5% Early Bird discount may be availed if payment is made two weeks before the program	

www.excell.aim.edu

THINK EXCEPTIONALLY

Knowledge is crucial to making critical decisions and propelling organizations forward.

SEIZE OPPORTUNITIES

Moving to the forefront of innovation and development in an increasingly globalized world, Asia needs leaders who will bring in their communities to progress and prosperity

For inquiries and reservations, please contact any of the following:

Patama Thammongkol/Rugee Sutthirat

Tel. nos. (+662) 660-6205-6

Fax nos. (+662) 660-3881

Email: patama@aimbkk.com, rugee@aimbkk.com



84th MANAGEMENT DEVELOPMENT PROGRAM

Strategy · Leadership · Personal Transformation Program

April 21 to May 30, 2014 | AIM Campus, Makati City

PROGRAM OVERVIEW

The Management Development Program primes the participating executive for personal transformation in the strategy and leadership of the business, industry, country and Asia in the global context. The progression of themes, modules, topics and learning activities deliberately become more complex, as the participant engages co-participants, faculty, resource persons and alumni as learning partners. The design of the six week program challenges vigor, rigor and humor of individual and collaborative thinking and action.

MAJOR LEARNING OBJECTIVES:

- ***PREPARING EXECUTIVES FOR GREATER, BROADER RESPONSIBILITIES***
Grooming senior managers who have achieved a reputation in a functional and/or area management for top management team effectiveness.
- ***CROSS-FUNCTIONAL, CROSS-BORDER ORIENTATION***
Deepening cross-functional and cross-border management competencies of senior managers.
- ***LEADERSHIP AND STRATEGY ENHANCEMENT***
Honing up managerial leadership for crafting corporate strategy, organizational renewal and transformation processes.

BENEFITS TO SENDING ORGANIZATIONS

- ***SOLID EXECUTIVE INTERACTION***
Through out the Management Development Program, your senior executive has a scheduled time to keep in touch and confer with you, his/her peers, staff team, enabling real-time applications of MDP learnings.
- ***REAL LIFE APPLICATION***
Every week, every MDP participant will have the opportunity for application of key learnings in own organization. Be it in either: Managing costs and profitability. Improving business processes for operational excellence. Managing self, teams and people. Managing assets and capital expenditures or leading organizational transformation. This will be critiqued by the faculty of that week prior to final proposal sharing to his/her organization.

BENEFITS TO PARTICIPATING EXECUTIVES

- ***FROM FUNCTIONAL SPECIALIZATION TO OVERALL BUSINESS EXCELLENCE***
The executive gains increased working familiarity in all functional areas of management and building toolkits for cross-functional integration to achieve business excellence
- ***FROM PARTICIPATION IN STRATEGIC DECISION-MAKING TO LEADING AND NETWORKING FOR STRATEGIC CHANGE***
The executive builds greater confidence in developing his/her relationship capital, starting with his peer-executives participating in MDP, for strategy formulation and implementation
- ***FROM COLLEAGUES TO FRIENDSHIP OF PEERS***
Consistent and collaborative exposure to colleagues bring about enduring friendships and lifelong learning partners in the management profession.

RECOMMENDED FOR:

The MDP is designed for middle-to-upper level managers, functional specialists, staff officers, entrepreneurs, and family firm executives. The typical participant has at least six years of work experience in middle management.

Executives who join the program are about to be promoted to upper management positions, and are therefore aiming to develop themselves from functional specialists to generalists with big picture outlook of a general manager. To this end, they are seeking a thorough understanding of organization functions to gain a perspective of the organization as an integrated unit.

PROGRAM CONTENT:

Strategic Thinking

Introduces tools of environmental scanning and systems thinking, applications of chaos theory in economic and industry analysis; applications of virtual worlds (simulators) in organizational learning and business intelligence.

Value Creation through Functional Strategic Management

Strengthens the knowledge and understanding of participants on the various functional business units to provide more value to the company. It covers Managing Costs and Profitability, Operations management, Marketing Management, and Managing People in Organizations.

Strategic Leveraging

Exposes participants to frameworks integrating the different functions of the business, in the context of environmental and political situations that it operates in. It presents a clearer understanding of the inter-relationship of the different business units and how it shapes the corporate strategy.

Leading for Strategic Change

Introduces Asian approaches to leading organizations, such as business planning in Asian conglomerates and corporate environmentalism for global firms. It also integrates the learning for the program through a module on leadership and simulation of a business operation through a management game.

LEARNING METHODOLOGIES

- **Discussion Learning**, also known as the Harvard Case Method Learning, is the main learning methodology. It is based on three principles: 1) a discussion class is a partnership in which participants and faculty share the responsibilities and power of teaching and the privilege of learning together; 2) a discussion group must evolve from a cluster of persons to a learning community with shared values and common goals; and 3) discussion leadership requires dual competency: managing content and process. Thus, it has three components: 1) individual study and reflection; 2) can group or learning team study, discussion and reflection; and 3) caseroom discussion and reflection with faculty
- **Self-Directed Learning**, drawing from and recent developments in appreciative inquiry and action learning, is a support learning methodology to guide executive reflection and integration of learnings
- **Technology-mediated Learning** - is another support methodology which uses "sage-on-the web" computer-aided simulations and distance learning using internet-based materials
- **Workshops and Study Visits** – learning by doing exercises

PROGRAM FEE:

US\$ 9,000 inclusive of tuition, materials, lunch and snacks during weekdays, and single room accommodation at the AIM Conference Center for 41 nights

AIM-EXCELL's Competitive Advantage

- **AIM Faculty Expertise.** Our faculty members are both academic- and practitioner-oriented. Participants thus receive training steeped not just on frameworks and models, but also on those that are **effectively practiced** in the workplace. AIM's efforts to constantly update the content of its programs through research are not based on building theory for theory's sake but on building models that aim to **improve managerial competencies and business/organizational performance**. Because of their knowledge and experience, what the professors impart are almost always **strategic and integrative** in nature.
- **Focus on Asian Managerial Practices.** Having trained thousands of managers in Asia, AIM has built its expertise on effective managerial practices for Asian managers. Thus the design of the program, as well as the learning methodologies used, are **adapted to Filipino/Asian profile, work culture, values**, etc. This is where we differ from schools that offer Western theories and principles, and who are not able to translate these into what is effective for Asian managers.
- **Development of Mindset/Perspective.** Most MDP graduates say that if there was anything that they are grateful for in the program, it is the change in mindset or perspective. If in the past they merely react to challenges and 'troubleshoot' as senior managers, the MDP has broadened their perspective and given them tools on how to **respond to challenges** way ahead of others. Participants will come to understand the **linkages among functions** and their **relationship to overall business strategy and growth**.
- **Common Mindset.** Exposing your selected group of key managers to a six-week intensive program such as the MDP, your company will produce senior managers who **think and communicate a common language**, which will make it easier for them to apply the learning back
- AIM employs highly participative, interactive methods of management training rather than one-way lectures. AIM makes rigorous use of the case method and group projects. These effectively simulate real world versus merely theoretical situations.

Learning Methodology:

Although various teaching techniques are used, such as business simulations, role plays, diagnostic tests and profiling, computer-assisted instruction and film showing, the case discussion will be the predominant learning methodology. The case discussion facilitates a rich exchange of ideas, enhanced by the broad spectrum of experiences of participants and professor alike, on management practices of a variety of organizations.

Case Discussion Methodology

A combination of lecture-discussion, group discussion and class discussion will be used in the program. The basic structure is a half-day schedule, divided into four sessions of 80 minutes each. The participants start off with an 80-minute discussion on a specific topic. It is followed by an 80-minute study group discussion where they have the chance to discuss and voice out their ideas regarding how they have studied the assigned case. Finally, after testing their ideas with their study group, they test their ideas in a bigger plenary discussion- the classroom case discussion.

This mode of delivering the program is designed to create a 3-step learning for participants. The first step of learning happens during the lecture or discussion. This is then followed by the initial application of the learning during the study group discussion, where the theories and frameworks learned are applied to a case. The third phase of learning happens during the class case discussion, where participants will share perspectives from different departments and functional areas and develop their communication skills.

Since the program is considered a full-time program, it requires the participants' full, undivided attention.

MODULE	TOPIC	
Environmental Scanning and Analysis <i>This module will expose participants to the importance of scanning and understanding of macroeconomics and its relationship to formulating strategy and setting business goals and direction.</i>	The Basic EA Framework	
	GDP and Why It Is Important	
	What Determines Exchange Rates	
	Globalization	
	ASEAN, AEC, the Global Crisis	
	Behavioral Economics	
	Industry Analysis	
Systems Thinking <i>To introduce participants to Systems Thinking and help them develop a new perspective of looking at problems and issues.</i>	Systems Thinking Framework	
	Drawing Causal Loop Diagrams	
	Systems Dynamics: People Express Management Flight Simulator	
Human Behavior in Organizations <i>Aims to provide an analysis of individual and group behavior in organizations, procedures for providing and strengthening emerging behavior.</i>	The Emerging Role of HR	
	HR and Employee Champion	
	HR as Strategic Partner	
	HR as Change Agent	
Marketing Management <i>This module will discuss the principles of marketing and how it can create value for the organization.</i>	Market Segmentation and Product Differentiation	
	Understanding Consumer Behavior	
	Marketing Mix Optimization	
	Marketing Strategy	
Language of Business	Appreciation of Financial Statement	
	Assessing Financial Health	
	Financial Forecasting and Cash Flows	
	Understanding the Financial Dynamics of Costs	
Financial Management <i>Aims to provide analytical tools and techniques necessary for effectively managing a firm's financial resources.</i>	Financial Analysis	
	Working Capital	
	Time Value of Money	
	Capital Rationing	
	Understanding Firm Value	
Operations Management <i>Operations Management discusses the efficient utilization of human and technology resources for the manufacture and provision of goods and services.</i>	Manufacturing Management	
	Management of Service Operations	
	Supply Chain Management	
	Total Quality Management	
Leadership and Management of Change <i>Aims to provide participants with a clearer understanding of managing change in organizations.</i>	Emotional Intelligence	
	Leadership and Emotional Intelligence	
	Leading Teams	
	Organizational Culture	
	Managing Change	
Strategy Formulation <i>Aims to provide participants with a clearer understanding of the inter-relationships of the different business functions and how it shapes corporate strategy and implementation.</i>	Strategic Management	
	Competitive Analysis	
	Strategy Formulation and Implementation	
	Strategic Innovation	

Management Control System and Activity-Based Management <i>Participants will be exposed to ways of managing profits and expenses</i>	Transfer Pricing
	Measuring and Controlling Assets Employed
	ABC: A Management Tool
Balanced Scorecard	
Negotiations <i>Aims to provide participants with frameworks in negotiation.</i>	Introduction to Negotiation Analysis
	Multi-issue collective bargaining negotiation
Business Management Game <i>A computer- based simulation will allow participants to exercise their skills and analyze the impact over time of multiple decisions.</i>	

WHAT PAST PARTICIPANTS HAVE SAID ABOUT THE PROGRAM

" I considered taking the MDP a real challenge. So much about management had to be covered in 6 weeks. The teaching methods used made learning in this rigid program enjoyable. The knowledge I have gained in the MDP is worth the investment my company has made. Now I have a better understanding and perspective of what management is all about. I now have the tools needed to make sound management decisions."

- Mr. Tirso Lirasan, Manager, CPKelco Philippines, Inc.

"The MDP has equipped me with skills and management techniques for leading my company to achieve its vision and goals. I found the faculty superb, having capabilities of carrying along the MDP participants from different backgrounds with varying IQ and EQ. Their ability to impart learning and discussing the cases are commendable."

- Dr. Murali Dhar Gupta, Director, Hytech Seed India Pvt. Ltd.

"The MDP was both an exciting and challenging experience. This program had been an eye-and-mind opening experience. It made me realize the importance of looking at the impacts of any proposal in all angles, especially on the financial side. It also brought out so many ideas on how to manage organizations, people, resources & capital effectively, through proper control and evaluation."

- Mr. Ramon Asaña, Jr., Team Leader, Meralco

"This program is highly recommended for key persons in the organization that seek to create a big impact or influence in shaping the future of their respective companies. It opens one's mind to the importance of cross-functional relationships among departments within the organization. It also gave us a chance to share our experiences with our classmates and learn from one another. The program also opens the mind of the participants on seeing things differently which would be a good alternative on making strategic decisions for the organization."

- Mr. Andrew Ong, Senior Manager- Marketing, Ajinomoto Philippines Corporation

"MDP expanded my mind to the vast and myriad dimensions of management. All aspects were effectively and extensively covered. Through interactive discussion and lectures, the learning process was both self enhancing and fun. This program definitely gives a competitive edge for senior managers who apply their learnings in the workplace."

- Mr. Miguel Mara, Assistant General Manager, KGM Network Inc.

"The MDP provided an excellent framework for a comprehensive understanding of the key aspects of business management under effective guidance from our professors. Besides the knowledge gained, the best aspect of the program was the formation of strong friendships with like-minded participants."

- Mr. Olaf Gresens, FAE Manager, AMI Semiconductor, Inc.

MDP Faculty:



Prof. Tony Perez is the Program Director of the Management Development Program (MDP) and core faculty of EMBA (Executive MBA) in Manila. He teaches Systems Thinking, Balanced Scorecard, Quantitative Analysis and Operations Management. Prior to joining AIM, he was a regular lecturer in Operations Management and Decision Analysis in the MBA program of the Malaysian Institute of Management in Kuala Lumpur. Prof. Perez obtained his MBA degree from the University of California Los Angeles (UCLA) with major in Management Information Systems. He was elected member to the Beta Gamma Sigma, the national honor society for students in Business Administration in the U.S.A.



Prof. Ma. Nieves R. Confesor was the Dean of the Institute from 2002 to 2004. Her areas of specialization include: public policy development and analysis, public administration, women in development, employment planning and service administration, labor-management relations, skills development, planning and administration, working conditions and productivity, workers' welfare programs, human resources development, general management, and conflict resolution and negotiations. Prof. Confesor holds a Master in Public Policy and Administration from Harvard University (1990) as an Edward S. Mason Fellow and a Master in Business Administration from the Graduate School of Business of the Ateneo de Manila University (1978).



Prof. Teodoro Ma. P. Dizon is the Program Director of the Basic Management Program. He teaches financial accounting, managerial accounting and control systems. While on scholarship grant from the SGV, Prof. Dizon earned his Master in Business Administration major in Accounting and Finance from the J.L. Kellogg Graduate School of Management of Northwestern University. He subsequently underwent a one-year on-the-job training with Arthur Andersen and Co. in Chicago, Illinois. He holds a Bachelor of Science in Commerce, major in Accounting from the University of Sto. Tomas and was named its Outstanding Alumnus in the Field of Public Accountancy in 1992. He was also one of the topnotchers in the Board Examinations for Certified Public Accountants.



Prof. Rene T. Domingo teaches Operations Management, Total Quality Management (TQM), Six Sigma, Lean Manufacturing, Business Process Reengineering and Management of Service Operations. He holds a B.S. degree in Industrial Engineering (*magna cum laude*) from the University of the Philippines, and an M.S. degree in Management Engineering from the Nagoya Institute of Technology, Japan. He has served as consultant to major local and Asian firms on productivity and quality improvement. He is the author of "Quality Means Survival", a guide on TQM, published internationally by Prentice-Hall; "It's the Customer", a guide on world class banking services; and "Turnaround Management-Best Practices from the Indonesian Experience". His website is www.rtdonline.com.



Prof. Jesus G. Gallegos, Jr. is the San Miguel Corporation Professor in International Enterprise Development and the former Dean and Chief Operating Officer of the Institute. His teaching focus is strategy formulation and implementation and management ethics. He has also handled courses on total quality management, operations management, marketing Management, human behavior in organizations, agribusiness management, and systematic managerial analysis in both local and overseas programs. He holds a Doctorate in Business Management (with High Distinction) from the Graduate School of Business of De La Salle University and Master in Business Management from the Asian Institute of Management.



Prof. Gloria M. de Guzman is the Program Director of the Human Capital Management Program. Her areas of expertise include leadership and organizational change, corporate culture and strategic human resource management. She received full qualification and accreditation (APT Qualifying Training Program, April 2002) as administrator of the Myers-Briggs Type Indicator (MBIT) Step I and Step II. She is also a certified Master Trainer and a certified administrator in Targeted Selection. She holds a Master in Public Administration (1969) and a Doctor of Philosophy in Sociology (1990) from the University of the Philippines. Under a Ford Foundation scholarship, she completed her Master of Science in Development Sociology from Cornell University (1971).



Prof. Ma. Elena B. Herrera is the Program Director of the Institute's Strategic Finance, Finance for Senior Executives and Enterprise-Wide Risk Management Programs. She teaches finance, risk management, corporate valuation, strategy and human resources management. Prof. Herrera has been in the training and consulting field since 1989. She provides both technical advice in the areas of finance, strategy and human resources as well as on-the-ground facilitation, training and executive coaching services. She is a certified Actuary and holds a Master's degree in Actuarial Mathematics from the University of Michigan.



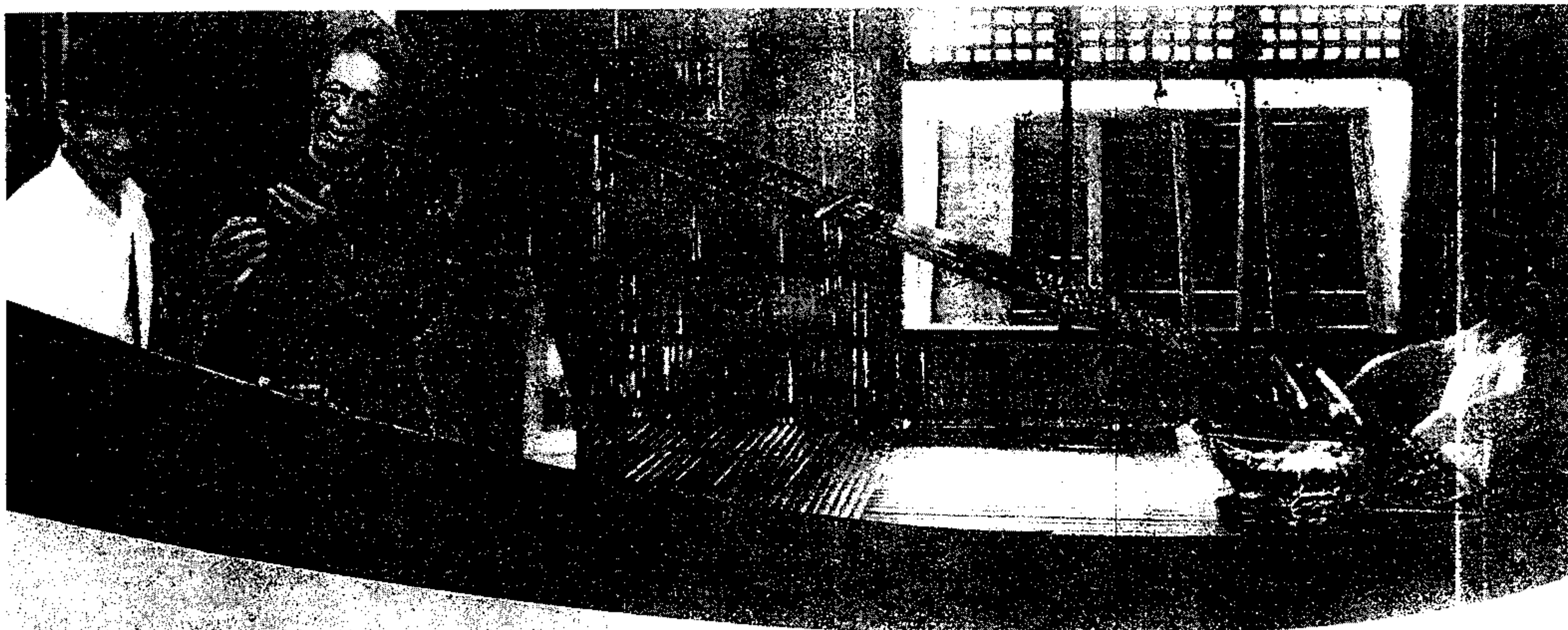
Prof. Victoria S. Licuanan is the Citibank Professor of Business Management. Her areas of specialization are monetary economics, financial markets and international finance. Her other areas of expertise include leadership and teambuilding, women managers, women in development, and small and medium businesses. Prof. Licuanan obtained her undergraduate degree in Business Management, *magna cum laude*, from Maryknoll College. She went to Harvard University, Cambridge, USA, under various scholarship grants. She is a Ph.D. candidate in economics, specializing in monetary in international economics.

- ☐ I would like to register
☐ Please send me a list of other courses

Name: _____ Position: _____
 Company: _____
 Address: _____
 Tel. No.: _____ Fax No.: _____ E-mail: _____

CONTACT:

Patama Thammongkol / Rugee Sutthirat
 AIM Management (Thailand) Co., Ltd.
 Level 33 Interchange 21, 399 Sukhumvit Rd., North Klongtoey, Wattana, Bkk. 10110
 Tel. 02-660-6205-6 | Fax. 02-660-3881 | E-mail. patama@aimbkk.com | www.excell.aim.edu



ASIAN INSTITUTE OF MANAGEMENT (AIM)

The Asian Institute of Management (AIM) is a world-class graduate school that aims to make a difference in sustaining the growth of Asian societies by developing professional, entrepreneurial, and socially responsible leaders and managers. AIM was founded in 1968 in close collaboration with Harvard Business School, the Ford Foundation, and visionaries in the Asian academic and business communities.

AIM - STEPHEN ZUELLIG GRADUATE SCHOOL FOR DEVELOPMENT MANAGEMENT

The Stephen Zuellig Graduate School of Development Management (SZGSDM) is Asian Institute of Management's response to the challenge of sustaining Asian development. Formerly known as the Center for Development Management, the school's mission is to mold students into the next generation of development leaders and change agents in their respective countries and organizations. The development manager as envisioned by AIM SZGSDM, is not a bureaucrat who operates alone. Instead he or she is a public leader whose effectiveness will greatly depend on his or her ability to manage organizations within a society and to motivate others to espouse the same ideals for human development.

FOR INQUIRIES AND REGISTRATION, PLEASE CONTACT:

c/o Ms. Patama Thammongkol
Asian Institute of Management Representative Office,
Bangkok
Level 33 Interchange 21
399 Sukhumvit Road, North Klongtoey
Wattana, Bangkok 10110, Thailand
Tel. No.: +662 660 6205; +662 660 6206
Fax No.: +662 660 3881
Mobile No.: 081-582-8685
Email: patama@aimbkk.com, ruee@aimbkk.com
Website: szgdm.aim.edu

PROGRAM FOR DEVELOPMENT MANAGERS (PDM)

The PDM is an intensive three-week course conducted by the AIM for development practitioners yearning for a more systematic and professional induction into the discipline now known as "Development Management".

The design, approach and learning materials developed for PDM reflect AIM's belief that development manager should demonstrate competence in basic functional, personal, organizational and environmental skills. Moreover, the Development Manager must be able to analyze and systematically process information in an integrative manner for decision-making.

PROGRAM OBJECTIVES

- To deepen the understanding of social, political, ecological and cultural dimensions of development including emerging trends and issues;
- To enhance skills and capabilities in developing strategies for managing and leading organizations, systems and structures for the implementation of development initiatives and institutions; and
- To formulate strategies for long-term viability and sustainability of development initiatives and institutions.

COURSE DESIGN

- MODULE 1: THE DEVELOPMENT ENVIRONMENT (The Development Manager as Strategist)
- MODULE 2: ENGAGING STAKEHOLDERS (The Development Manager as Mobilizer)
- MODULE 3: MANAGING ORGANIZATIONS (The Development Manager as Key Decision Maker)
- MODULE 4: ENSURING SUSTAINABILITY (The Development Manager as Institution Builder)

PARTICIPANTS

The PDM is for key decision-makers in government agencies, non-government organizations (NGOs), donor institutions, and business firms with interest and operations in rural and depressed urban areas.

QUALIFICATION

The PDM candidate must have experience in development work and presently occupying a position that entails involvement in policy-making and/or program operations. Applicants must be nominated by their respective organizations and should be freed from work responsibilities for the duration of this intensive and full-time study. English proficiency is a must.

List of countries and organizations that have attended the PDM*

Bangladesh

Pali Karma Sahayak Foundation
SwissContract—Katalyst
Care International

Bhutan

Bhutan Telecom, Ltd.
Ministry of Agriculture
World Wide Fund—Bhutan

Cambodia

Rural Electrification Funds
Christian Reformed World Relief Committee

Canada

Power Corporation of Canada

China

Guizhou Daily News paper Agency

ETHIOPIA

SNINPR Statistics & Population Bureau

India

National Thermal Power Corporation
Small Industries Development Bank of India
Bank of India

Indonesia

Indonesian Forum for Environment
Bank of Indonesia
Institute for Human Resources Studies and Development

Japan

NPO Training and Resource Center

Malaysia

Selangor Human Resources Studies and Development
Ministry of Information
Department of Drainage and Irrigation Malaysia

Myanmar

World Concern Myanmar
Save the Children
World Vision International

Nepal

Enabling State Programme
Helvetas

Pakistan

Fauji Oil Terminal and District Company, Ltd.
Strengthening Participatory Organization

Philippines

Norwegian Mission Alliance
Philippine Army
Green Peace Southeast Asia
Philippine Drug Enforcement Agency
Department of Health
Local Government Offices

Saudi Arabia

Saudi Aramco

Sri Lanka

Lanka Jathika Sarvodaya

Taiwan

Far Eastern Textile Limited

Thailand

International Federation of Red Cross
Shanti Volunteer Association
Sustainable Agriculture Foundation

Vietnam

Center for Social Development Studies
Center for Urbanism and Development
People's AID Coordinating Committee

*Partial list

PROGRAM DIRECTOR

PROF. MARIO ANTONIO G. LOPEZ



Professor Mario Antonio Lopez received his Master in Business Management from AIM (1970) and a Master in Public Administration from the Harvard University Kennedy School of Government (1975). Prof. Lopez was awarded the Asian Productivity Organization of the Philippines "Productivity and Excellence in Education and Promotion" award for 1997. He has written cases on business policy, public management, human behavior in organization, and environmental scanning. Some of his articles on management have been featured in international publications. As AIM professor, he has had the privilege of heading faculty teams that helped the Philippine Department of Health, Social Welfare and Development and Education with their decentralization and devolution realignment and strategic planning exercises, as well as the Bureau of Treasury and the Commission on Audit. He is currently finishing his doctoral studies in development studies at the De La Salle University. He specializes in strategic national, sector, and corporate planning; human resources and organizational development; project development and management; policy analyses; and economic-political risk assessment.

SZGSDM FACULTY

Juan Miguel M. Luz
Public Policy (social policy)
Program Planning and Development

Nieves Confesor, MPA, MBA
Public Policy (labor and employment)
Leadership and negotiations
Human resource management and development

Manuel J. De Vera, MPA
Strategic negotiation and leadership
Public policy

Benjamin C. Bagadion, Jr., PhD
Environmental management
Community-based natural resource management

Buenaventura F. Canto, III
Strategic management
Leadership development
Financial and cost management

Ronald T. Chua
Micro finance
Strategic Management
Operational Management

Ronald U. Mendoza, PhD
Development Policy
International Economics
Public Finance

Edel Guiza, MDM, MCD, DPA—candidate (on sabbatical leave)
Decentralization and local governance
Managing development organizations
Strategic management in development

Rufio R. Mendoza, PhD
Public Finance Management

PROGRAM FEE: US\$ 2,650.00

Fees include all sessions, course materials, session lunches. Does not include travel or accommodations. Accommodations may be arranged through the program coordinator and paid for separately. AIM can facilitate visas for participants from countries requiring visas for travel to the Philippines.

PROGRAM VENUE

Asian Institute of Management
Eugenio Lopez Foundation Building
123 Paseo De Roxas, Makati City, Philippines

LIST OF ORGANIZATIONS WHICH ATTENDED PPMC

Bahrain

Kooheji Contractors WLL Bahrain

Bangladesh

Academy for Planning and Development

Ministry of Planning

Bhutan

Bhutan Telecom Limited, Thimphu

Cambodia

Cambodia Education Sector Support Project, Ministry of Education
Youth and Sports

China

Bureau for Disease Control and Prevention, Ministry of Health

India

Orissa Power Generation Corporation, Ltd.

Reserve Bank of India

Kooheji Contractors WLL Bahrain

National Thermal Power Corporation

Indonesia

Ministry of Finance

Center for International Forestry Research

Lao PDR

Ministry of Energy and Mines

Department of Lands of the National Land Management Authority

Souvanny Import-Export

Mongolia

Ministry of Education, Culture and Science

Ministry of Finance

Ministry of Fuel and Energy

Mongolia Energy Project, World Bank

Nepal

Mineral Resources Authority

Papua New Guinea

National Planning Commission Secretariat, Poverty Monitoring Division

Philippines

Supreme Court of the Philippines

ARMM Social Funds Project

Department of Education

Department of Social Welfare and Development

Department of Finance/Budget

Government Procurement Policy Board

World Bank Philippines Staff

Republic of Kiribati

Kiribati Adaptation Project (Phase II), Office of the President

Solomon Islands

Ministry of Health and Medical Services

South Africa – Pretoria

Habitat for Humanity International, Africa and Middle East Area Office

Sri Lanka

Department of Road Development, UVA Provincial Council, Badulla

Department of External Resources

World Bank Sri Lanka Staff

Thailand

Bureau of International Cooperation, Department of Highways

Kingdom of Tonga

Ministry of Health

Timor-Leste

Ministry of Health

Ministry of Agriculture, Forestry and Fisheries

Uganda

Ministry of Local Government

Vietnam

Ministry of Planning and Investment

Rural Electrification and Renewable Project Management Board

Ministry of Transport

Ministry of Finance

World Bank Vietnam Staff

*

Partial list

PROGRAM DIRECTOR

Prof. Nihal Amerasinghe, Ph.D.



Prof. Amerasinghe specializes in Economics, Development finance, Project management, Public sector reform and Natural resources management. He is a development banker with extensive experience in development management. He is also the lead faculty for the Project Planning, Development Management (PPDM) Course and teaches a course on international financial institutions and development. Prof. Amerasinghe was Director General at the Asian Development Bank and has extensive experience in the preparation and implementation of

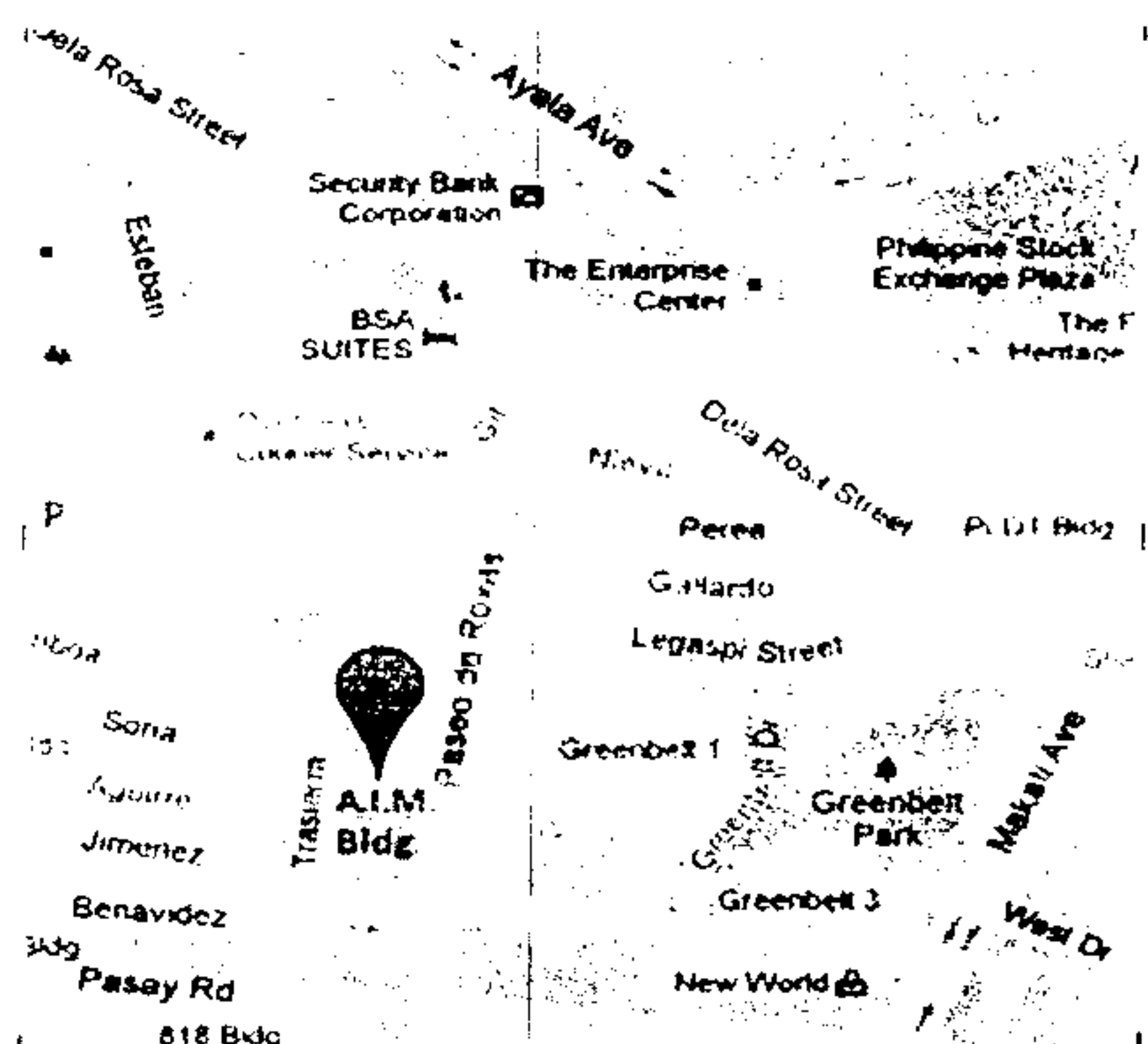
projects in the Asia-Pacific region for more than three decades. He has taught Project Management in the UK, Australia and Asia.

COURSE FEE

US\$2,300 covers tuition, materials, snacks and lunch during weekdays. The course fee does not include travel or travel-related expenses or board and lodging. Accommodations may be arranged through the program secretariat (mpuzon@aim.edu) and paid for separately.

AIM

AIM is centrally located in the main business/financial district of the country and is a five minute walk to major malls and restaurants of all types (fastfood to upscale).





ASIAN INSTITUTE OF MANAGEMENT (AIM)

The Asian Institute of Management (AIM) is a world-class graduate school that aims to make a difference in sustaining the growth of Asian societies by developing professional, entrepreneurial, and socially responsible leaders and managers. AIM was founded in 1968 in close collaboration with Harvard Business School, the Ford Foundation, and visionaries in the Asian academic and business communities.

AIM – Stephen Zuellig Graduate School of Development Management

The Stephen Zuellig Graduate School of Development Management (SZGSDM) is Asian Institute of Management's response to the challenge of sustaining Asian development. The SZGSDM mission is to mold students into the next generation of development leaders and change agents in their respective countries and organizations.

Management education at the SZGSDM means developing Asian managers who excel in the discipline of management within a development context.

Towards this end, the School's global outlook is reflected today in the number of nationalities that have joined its various degree and development executive programs.

For inquiries, course fees, schedules, and registration, please contact:

c/o Ms. Patama Thammongkol

Asian Institute of Management Representative Office, Bangkok

Level 33 Interchange 21, 399 Sukhumvit Road

North Klongtoey, Wattana, Bangkok 10110, Thailand

Tel. No.: +662 660 6205 - 6

Fax No.: +662 660 3881

Mobile No.: 081 582 8685

Email: patama@aimbkk.com, rugee@aimbkk.com

Website: szgsdm.aim.edu

PROJECT AND PROCUREMENT MANAGEMENT COURSE (PPMC)

This 2-week course is for procurement specialists, members of project implementation teams funded by national and international donors, and staff responsible for making procurement decisions and implementing projects. It develops participants' knowledge and skills in the procurement of goods and services, and introduces them to procurement policies and guidelines of donor agencies. The course is divided into two modules. The first week consists of five days training on Project Design and Management followed by five days training on Procurement Management in week 2.

Module 1: Project Design and Management focuses on the concepts, skills and techniques needed to design and manage projects with the aim of managing project resources for results and achieving development objectives in a sustainable manner. Project implementation and procurement cannot be discussed meaningfully without a good understanding of project design and preparation. Module 1 provides an essential background to week 2 learnings.

Module 2: Procurement Management exposes the participants to the operational policies and procedures of donor and national agencies on procurement. The Course is based on the procurement guidelines of international lending institutions and will focus on new trends in procurement management. Sound procurement management serves as the foundation for essential logistical support needed to manage and implement projects efficiently and effectively. It also provides accountability mechanisms that funds are being used efficiently and for the purposes intended.

PROGRAM OBJECTIVES

To broaden and deepen participants' ability to design projects and procurement management for the successful implementation of projects.

COURSE METHODOLOGY

The course will be delivered by experienced Faculty and would include formal presentations, case studies and exercises. Facilitators and resource persons include AIM Faculty, World Bank staff and senior consultants engaged in procurement.

PARTICIPANTS

The PPMC is highly relevant for professional staff of project teams funded by national and international agencies, procurement specialists, as well as high-level staff responsible for making policy decisions and those in-charge of implementing projects. The course is also intended for staff of donor agencies including multilateral and bilateral organizations, and private sector contractors, suppliers and consultants. The course is practitioner-oriented with emphasis on hands-on training. More than 1,000 participants from the Asia-Pacific Region and Africa have attended this course over the past 15 years.