



PRESS RELEASE

AIM and PDRF Launch Business and Service Continuity Management Program

Manila, Philippines (30 July 2021) – The Asian Institute of Management (AIM), through its School of Executive Education and Lifelong Learning (SEELL), partners with the Philippine Disaster Resilience Foundation (PDRF) to introduce a new online certificate program on business and service continuity management.

The Effective Business and Service Continuity Management in an Age of Turbulence (EBSCMAT) is a program specifically designed to help establish organizational practices that support effective development, implementation, and appraisal processes of business and service continuity plans.

“Covid-19 was a wake-up call for everyone,” said Prof. Alberto G. Mateo, Jr., AIM SEELL School Head. “Given its unprecedented impact, the need for organizational resilience has been magnified. With this new program that AIM is offering, it is our objective to equip participants with the techniques and skill sets necessary to support uninterrupted organizational operation even amid disruptions.”

The three (3) module course deep dives into the end-to-end process of continuity management, enabling participants to gain a holistic and system-wide understanding of how to effectively manage business and service continuity. It likewise enhances the participants’ capability to lead and manage in turbulent contexts, as well as to design appropriate programs to prepare their organizations for risks. Participants have the option to enroll only on certain modules of the program depending on their background and learning needs.

Managers, supervisors, and program specialists from the private and public sector who are involved in continuity management, communication, and public relations, along with entrepreneurs and business owners who want to make sure that their business is risk prepared and can continue to withstand the demands of a turbulent environment are encouraged to enroll in the program.

“PDRF envisions to create a strong, resilient, and disaster-ready Philippines, and this is why we partner with institutions like AIM to enable us to collaborate towards building robust businesses and communities across the nation,” said Butch Meily, PDRF President.

EBSCMAT offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn from AIM’s world-class faculty and its network of industry leaders and practitioners. The program is set to start on 13 September 2021.

To formalize the partnership between AIM and PDRF, the signing of a Memorandum of Understanding and an online roundtable discussion on leveraging business and service continuity management facilitated by Dr. Eula Bianca Villar, EBSCMAT Program Director, was held today, 30 July 2021.

To learn more about Effective Business and Service Continuity Management in an Age of Turbulence, visit executiveeducation.aim.edu/programs/effective-business-and-service-continuity-in-an-age-of-turbulence.

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