

# Master in Entrepreneurship

# ME

18 Months | Part-Time Program



LEAD. INSPIRE. TRANSFORM.

## ASIAN INSTITUTE OF MANAGEMENT

Eugenio Lopez Foundation Building  
Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City  
Philippines 1229

[asite.aim.edu](http://asite.aim.edu)  
+632 8892 4011

ABOITIZ  
SCHOOL OF INNOVATION,  
TECHNOLOGY, & ENTREPRENEURSHIP



# ASIAN INSTITUTE OF MANAGEMENT

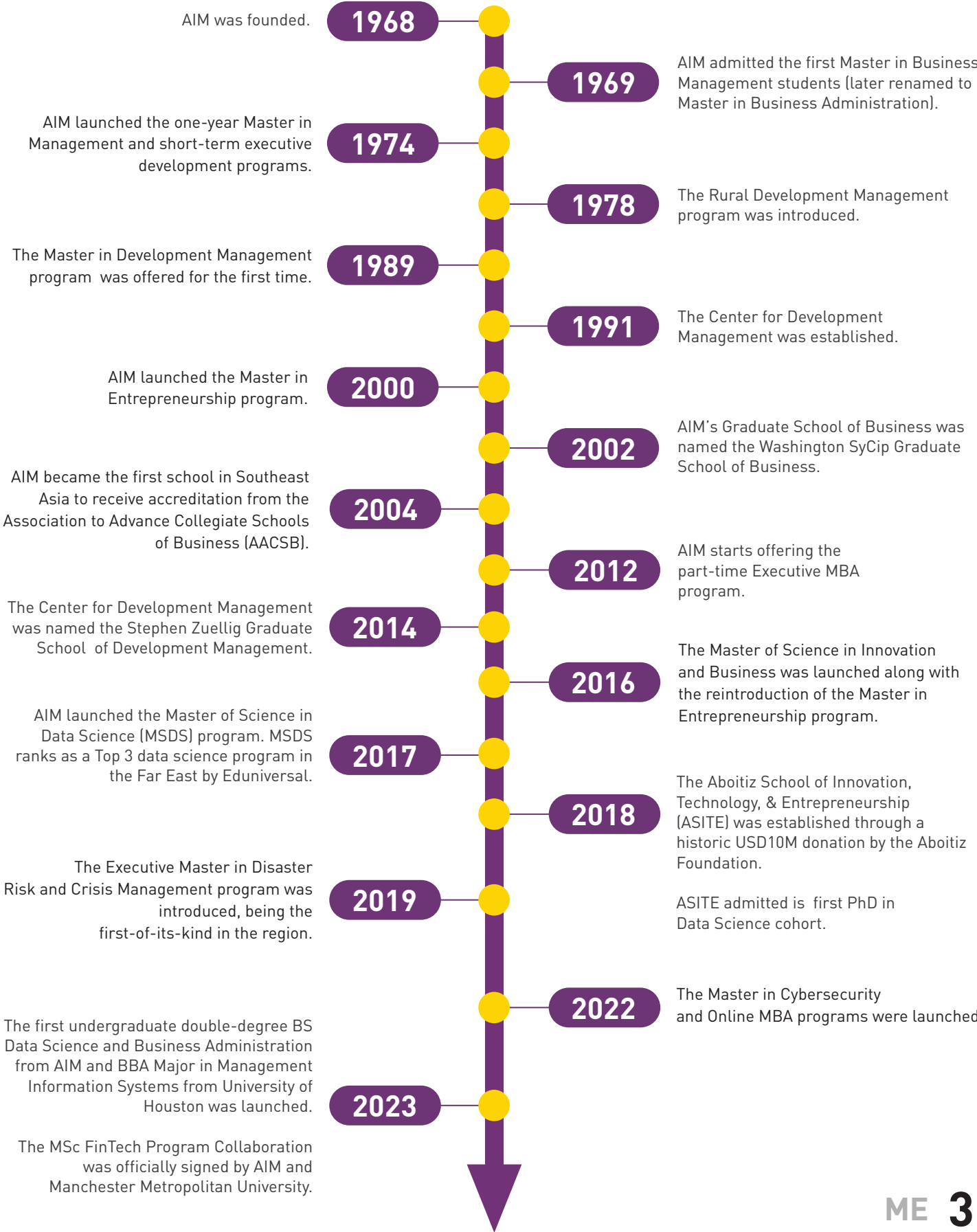


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# HISTORY OF AIM

Since it was founded in 1968 by the Harvard Business School Advisory Group as well as academics and business leaders of the Philippines, AIM has been committed to contributing to the growth of Asian businesses and societies by developing professional, entrepreneurial, and socially responsible managers and leaders.







# WHY CHOOSE AIM

## LEAD. INSPIRE. TRANSFORM.

AIM is a pioneering management school with an immersive, supportive, and practitioner-oriented culture that develops managers, entrepreneurs, and leaders who deliver meaningful growth to Asian businesses and societies.

AIM is one of the first South East Asian business schools to be accredited by the Association to Advance Collegiate Schools of Business (AACSB).





# WHAT IS ASITE

The Aboitiz School of Innovation, Technology, & Entrepreneurship (ASITE) is home to four pioneering masters, a PhD program, plus a dual degree undergraduate program which is the first of its kind in the country. The campus also houses the industry-facing Analytics, Computing, and Complex Systems laboratory (ACCeSs@AIM) which is positioned right at the intersection of technology, innovation, and entrepreneurship. ASITE seeks to develop future-ready leaders who thrive in uncertainty and enables them to confidently execute plans that push Industry 4.0 forward. By co-locating innovators, data scientists, and entrepreneurs, ASITE acts as a catalyst for generating impact, powering innovation, and creating value for society across industries, especially within Asia.





# Master in Entrepreneurship

## Designed for Business Owners

The Master in Entrepreneurship (ME) program is an 18-month part-time program designed specifically for business owners who are committed to creating a solid platform for dramatic, sustainable enterprise growth.

The program focuses on developing high-impact organizational leadership skills and innovative but practical methods for value creation and success. It takes an explicit approach in balancing and aligning business with personal goals.

Students enrolled in the program will create value through “learning by doing”. This creates an incentive to excel and exceed expectations as the skills learned through the program will be directly applied to their business.



## KEY ELEMENTS OF THE ME DESIGN



### Practical

Focused on applying learning to your enrolled business and achieving positive results through a “learning by doing” approach

Complement theories with practical experience within their personal realities and business situations



### Individualized

Gain one-on-one access to a vibrant pool of knowledge through the ME Council of Mentors comprised of academic advisers, industry mentors, subject matter experts, and AIM Alumni

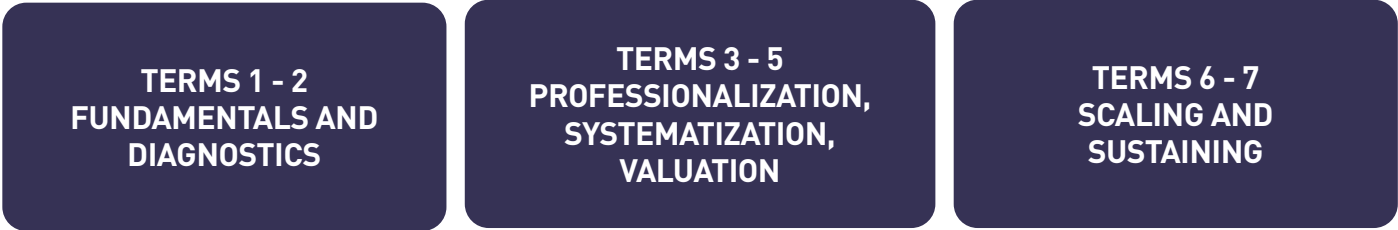


### Part-time

Tailored for entrepreneurs with busy schedules and changing commitments



# THE 7-TERM ME JOURNEY



With this Entrepreneur's Toolkit, students will focus on fundamentals and evaluate key areas of the business with a bias toward action and quick course corrections.

Students will design and build a solid foundation and sustainable enterprise via a self-regulating operating system.

Students will craft a strategic growth trajectory to gain an in-depth understanding of business context and emerging capital trends to identify untapped markets, spur innovation, and unlock capital.

## Learning Resources

COURSES	ME COUNCIL OF MENTORS	NETWORK	KNOWLEDGE RESOURCE CENTER
<ul style="list-style-type: none"><li>• In-class discussions</li><li>• Delivered by faculty</li><li>• Activities</li><li>• Assessments (including e-labs)</li></ul>	<ul style="list-style-type: none"><li>• Academic Advisers (primary)</li><li>• Mavens (subject matter expert)</li><li>• Sages</li></ul>	<ul style="list-style-type: none"><li>• Learning Teams</li><li>• Classmates</li><li>• Alumni</li><li>• AIM Community</li></ul>	<ul style="list-style-type: none"><li>• Business cases</li><li>• Business simulations</li><li>• Books</li><li>• Databases and other learning materials</li></ul>

# PROGRAM DURATION (18 MONTHS)



Twelve whole days  
over three weeks

# LOCATED IN THE HEART OF ASIA

A melting pot of cultures, Asia, and specifically the Philippines, gives students a rich background in Asian culture coupled with western-style education.

1. Western-style Education with a Focus on Asia

Since the 1940s, the Philippines has adopted Western pedagogical methods in its education system. With AIM's particular emphasis on the Harvard case study method, pursuing a postgraduate degree in the Philippines affords students a fusion of effective and practical approaches with the nuance and insight of Asian traditional business practices providing a diverse and balanced educational approach.

2. Multicultural Learning Environment

Students are exposed to a multicultural learning environment where they can benefit from insights from leading researchers, practitioners, and educators from the world's biggest and most varied continent.

3. English as the Medium of Instruction

English serves as the medium of instruction in institutions in the Philippines. This enables students from Western and Asian backgrounds to effectively communicate and collaborate with each other, enhance cross-cultural exchange, and open doors to global opportunities.

4. Global Recognition and Accreditation

AIM is the first school in the country to be accredited by the Association to Advance Collegiate Schools of Business (AACSB), and it is also a part of the Global Network for Advanced Management (GNAM), an exclusive partnership between 32 international business schools.

5. A Foothold in Asia

Students are provided the opportunity to build a diverse network of contacts from both Western and Asian backgrounds. Connecting with professors, professionals, and fellow students from different cultures and academic disciplines can lead to valuable collaborations, internships, and career opportunities that span international borders.

6. Unique Research Opportunities

Asia offers unique research opportunities for data-driven students. Its geographical location, coupled with a rich social and environmental ecosystem, make it a hub for research and innovation. Students can partake in groundbreaking research projects that address pressing global issues.

## Makati: Metro Manila's Business District

Makati is the primary central business district in Metro Manila and one of the major financial and commercial hubs in the Philippines. It is home to many multinational corporations, banks, financial institutions, and other business establishments.

It is also centrally located in Metro Manila, making it easily accessible from different parts of the metro. It has a well-developed transportation infrastructure, including major highways, public buses, and a mass rapid transit (MRT) system.

Students can experience a vibrant cultural and entertainment scene within the city's numerous shopping malls, restaurants, cafes, art galleries, theaters, and museums. Lots of options are available for leisure activities, cultural experiences, and socializing.

Proximity to professionals, industry leaders, and multinational companies in Makati can enhance your career prospects, especially in fields, such as general management, banking and finance, data science, development, innovation, financial technology, cybersecurity, and entrepreneurship. This provides unique networking opportunities to students looking to establish strong connections within the region.

# ME ALUMNI BRANDS



over **1,000** and counting...



# ABOUT THE ACADEMIC PROGRAM DIRECTOR



## ENRIQUE PABLO O. CAEG

Academic Program Director  
Master in Entrepreneurship

Professor Enrique Pablo O. Caeg is a distinguished academic with a diverse background in entrepreneurship, talent development, strategic marketing, emotional intelligence, team coaching, and organizational development. As the Academic Program Director of the Master in Entrepreneurship program, Prof. Caeg demonstrates noteworthy skills in leadership, entrepreneurship, and commitment to education that underlines his experience. He served as the Independent Corporate Director of iPay88, Junca Global Partners Japan, and Asian Consulting Group, as well as President of Retail Academy Philippines, and Chairman of the Board of the Coaches Connect Service Cooperative.

Prof. Caeg obtained his Master in Entrepreneurship degree from AIM and his Bachelor of Science in Commerce degree from San Beda College. His academic rigor netted him numerous affiliations, awards, and honors throughout his career, notably the Excellence for Knowledge Hub accolade by the International Council for Small Business, the Presidential and Ten Outstanding Marketing Student awards by the Philippine Marketing Association, the Director's Award by the Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE), and the Guru's Commendation by the AIM.

# ADMISSIONS

Our Student Recruitment and Admissions Team will assist you in applying for the upcoming ME Cohort. Email [me@aim.edu](mailto:me@aim.edu) or visit [asite.aim.edu](https://asite.aim.edu) for more details.



## Eligibility Criteria

- Must have a Bachelor's degree (or an equivalent qualification) in any discipline
- Entrepreneurs and business leaders with profitability and balance sheet authority and accountability, including but not limited to, founders, owners, presidents, CEOs, general managers, and business unit heads
- Business must be in operation for a minimum of between 2-3 years

## Application Process

1. Fill out the application form at [go.aim.edu/applyme](https://go.aim.edu/applyme)
2. Send the following documents to [me@aim.edu](mailto:me@aim.edu)
  - a. Updated Curriculum Vitae
  - b. Copy of undergraduate Transcript of Academic Records (TOR) or Diploma
  - c. Certificate of Business Registration or Permit
  - d. Latest Audited Financial Statements of the enterprise (BIR Stamped)
  - e. Latest Business Income Tax Return (BIR Stamped)
  - f. Copy of ID page of passport or any valid government ID
3. Qualified applicants will undergo an interview with program faculty.
4. The Admissions result will be sent via email or can be accessed through the AIM Portal.
5. To reserve a slot, pay a PHP150,000\* registration fee, which will be deducted from the total program fee.

*\* Subject to change with prior notice*

## Program Fee

PHP1,350,000

Intake

**September 2024**