

Master in  
Innovation and Business

# MIB

18 Months | Part-Time Program



LEAD. INSPIRE. TRANSFORM.

**ASIAN INSTITUTE OF MANAGEMENT**

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ABOITIZ  
SCHOOL OF INNOVATION,  
TECHNOLOGY. & ENTREPRENEURSHIP



**ASIAN  
INSTITUTE OF  
MANAGEMENT**



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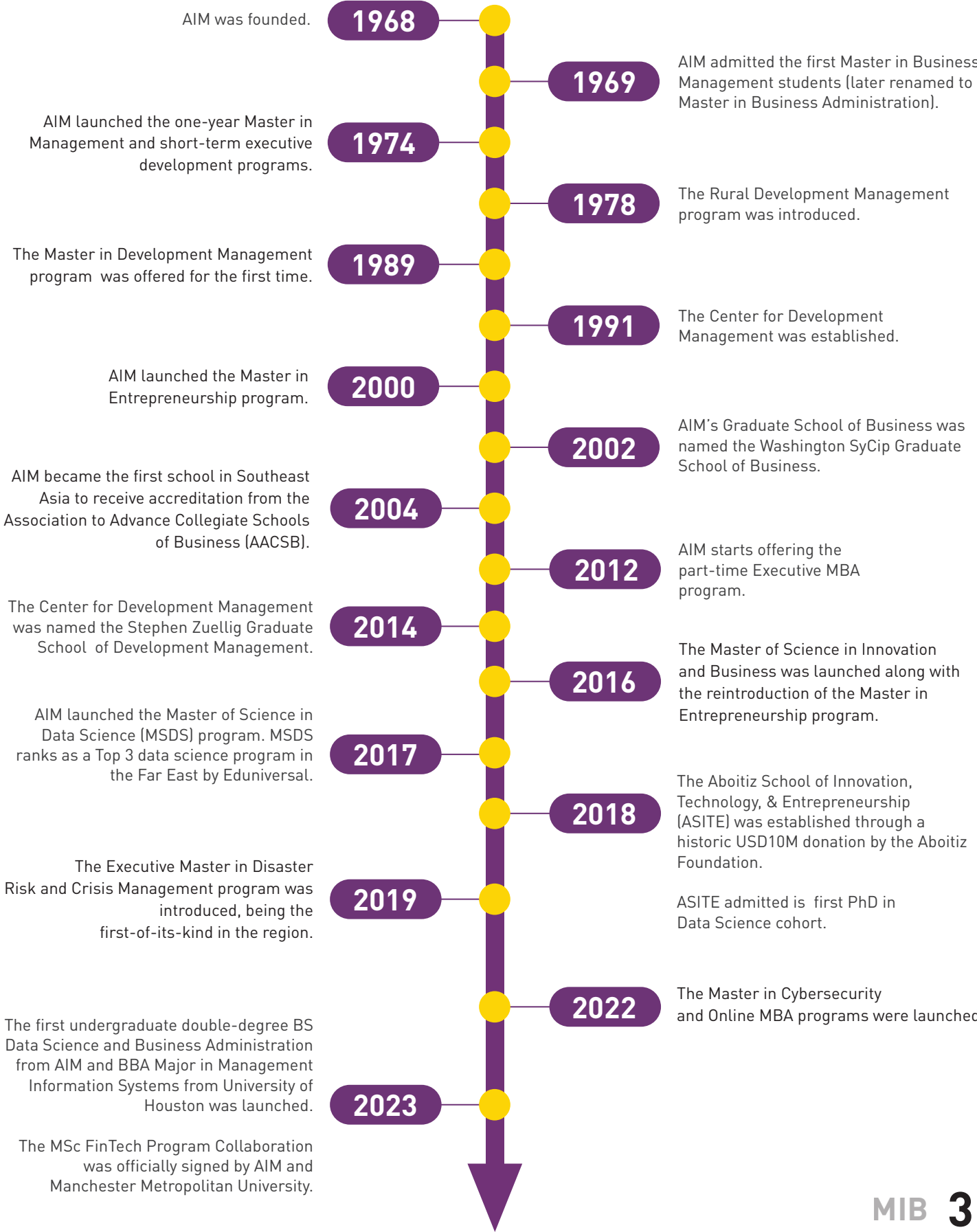
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# HISTORY OF AIM

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.







# 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.



# 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).



# Master in Innovation and Business

## Transform through innovation

The Master in Innovation and Business (MIB) program is a part-time program that follows a progressive learning strategy of Insighting, Ideating, and Implementing phases. It is a multidisciplinary and integrative graduate degree program that teaches professionals from Science, Technology, Engineering, and Mathematics (STEM) and other disciplines how to manage and design innovation in a start-up or corporate setting. The program combines current innovation thinking from across the globe with the breadth of industry experience from the faculty enabling students to solve real-life world problems and providing them with the skills needed to turn technological ideas into businesses. Through innovation projects, the courses also teach the fundamentals of business, design, and leadership.

Graduates of the MIB program may become lean start-up coaches, innovation analysts, innovation strategists, innovation consultants, innovation managers, business model designers, new business development managers, innovation catalysts, change agents, innovation engineers, improvement managers, digital transformation officers or managers, chief innovation officers, or startup entrepreneurs.

## KEY ELEMENTS OF THE MIB DESIGN



### Empowered by data

Designed to empower students to make good business decisions based on an understanding of finance and cost, plus anticipate opportunities and threats by spotting trends and external forces



### Value adding

Adds value to businesses and society by developing and managing new customer-centered technology products and services for the developing world and communicate with customers and managers to bridge technical and business acuity in corporations



### Constantly evolving

Improves students' innovative capacity by implementing creative ideas that address market needs, thereby supporting their personal development as they embark on their innovation journey

# PROGRAM STRUCTURE\*

1st TERM	Innovation Overture Leading Teams Effectively Sustainability and Ethics Identifying Market Opportunities
2nd TERM	Developing Effective Business Communications Economics for Innovators Strategic Management
3rd TERM	Innovation Strategy and Journey 1: Insighting Effective Storytelling Through Data Visualization with AI Specialization Track Course 1
4th TERM	Developing Marketing Strategy through Research Process and Product Re-Engineering for Innovation Specialization Track Course 2
5th TERM	Innovation Strategy and Journey 2: Ideating Managing Business Viability Through Accounting Specialization Track Course 3
6th TERM	Innovation Strategy and Journey 3: Implementing (Capstone Project) Specialization Track Course 4

\* Subject to change

Total Units: 38 | 18 months

# AWARDS AND RECOGNITIONS

MIB students are encouraged to participate in local and international competitions. These competitions strengthen the skills of our innovators, making them effective in innovation design, product pitches, processes, services, and networking with potential investors, clients, and consumers.

Our MIB graduates have won and received citations and prizes from some of the world’s largest innovation consulting competitions.



## GIMI Institute Global Innovation Management Institute MIB GIMI ACHIEVEMENTS

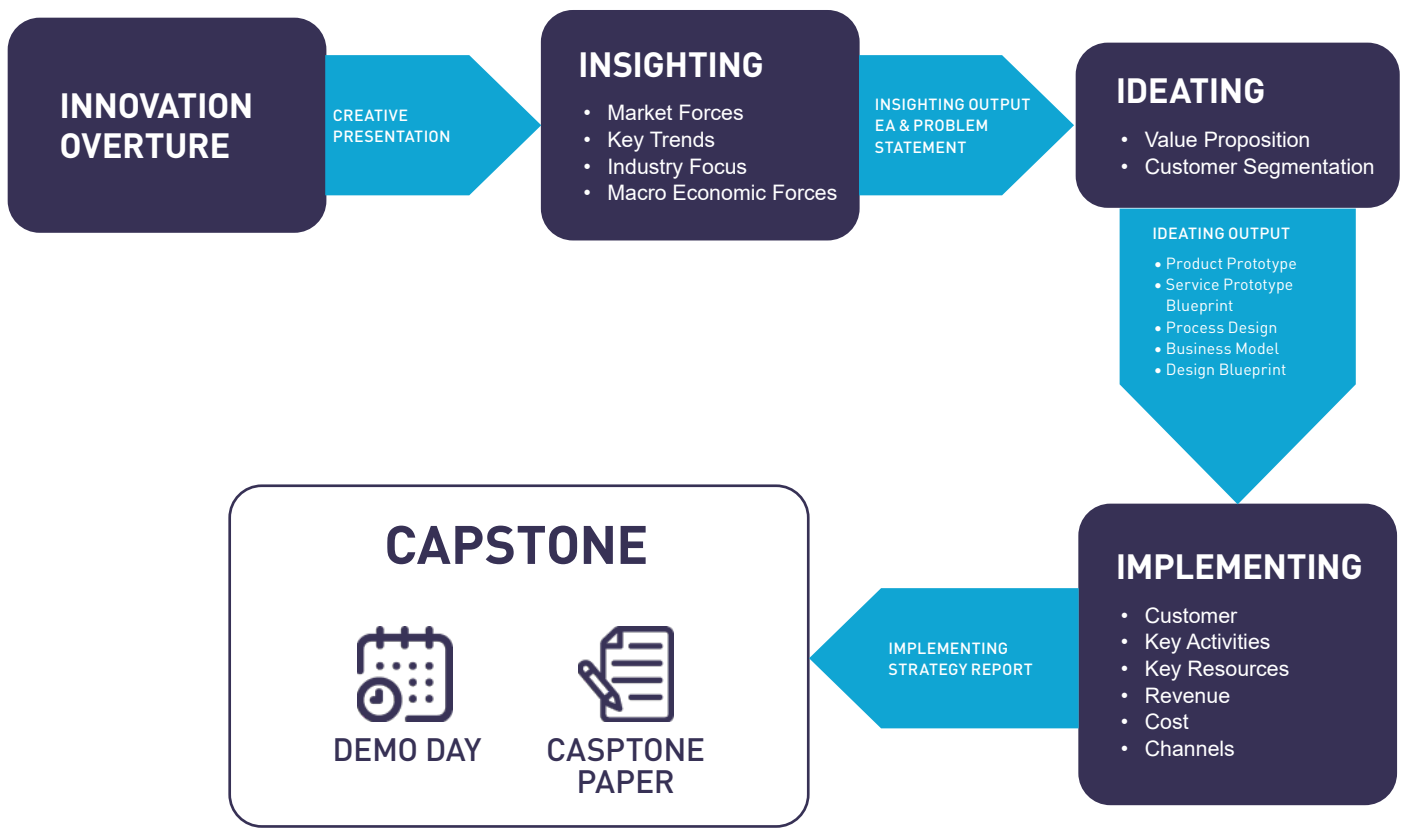


Many of our graduates achieve Level 1, 2, and 3 certifications from the Global Innovation Management Institute (GIMI), an internationally recognized standard certification board for innovation and innovation management.

# CAPSTONE PROJECT

The MIB Capstone Project spans three phases during the five terms. With students working on a product, process, or service, they can bring it to market during the Insighting phase. They can then prototype it during the Ideating phase. Finally, at the Implementing stage, a specific business plan of the product, process, or service is pitched to potential investors on Demo Day.

## WHAT IS IN AN INNOVATION JOURNEY?



The MIB Demo Day is an annual event that showcases capstone projects done by students. These projects are carefully researched to provide innovative solutions to real-world problems through startups established by our students.

The main objective of the Demo Day is for students to get their project adopted by pitching their business ideas to investors.

This event is the culminating activity of the program which showcases the students' attainment of the program's learning goals and objectives.

# 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.



# ABOUT THE ACADEMIC PROGRAM DIRECTOR



**RAFAEL L. CAMUS**  
Academic Program Director  
Master in Innovation and Business

Professor Rafael L. Camus is a highly accomplished professional with extensive experience in innovation, business strategy, and senior management roles. As the Academic Program Director of the Master in Innovation and Business program and a Clinical Professor at AIM, Prof. Camus has a solid foundation in innovation frameworks, having received training from renowned thought leaders in the field. He has studied under organizations such as IDEO, Strategyzer, and Scaled Agile, enhancing his expertise in innovative practices and methodologies.

Prof. Camus earned his Master of Business Administration (MBA) degree from the Wharton School of the University of Pennsylvania in 1989, and his AB Economics undergraduate degree at the Ateneo de Manila University in 1985. With a corporate career spanning over 30 years, he has made significant contributions to notable organizations such as Warner-Lambert, Van Melle, Piltel, Globe Telecoms, ABS-CBN, and has demonstrated his expertise in corporate planning, research, business analysis, business development, content licensing, and innovation management.

## ADMISSIONS

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



### Eligibility Criteria

- Must have a Bachelor's degree in any discipline

### Application Process

1. Fill out the application form at [go.aim.edu/applymsib](https://go.aim.edu/applymsib)
2. Send the following documents to [mib@aim.edu](mailto:mib@aim.edu)
  - a. Complete Online Application
  - b. Video Essay
  - c. Updated Curriculum Vitae
  - d. Copy of undergraduate Transcript of Academic Records (TOR) or mark sheet
  - e. One professional recommendation or Certificate of Business Registration for self-employed applicants
  - f. Copy of ID page of passport (valid government ID for Filipino applicants)
3. Take the Admissions Test (NMAT by GMAC)
4. Qualified applicants will undergo an interview with program faculty.
5. The Admissions result will be sent via email or can be accessed through the AIM Portal.
6. To reserve a slot, pay a USD1,000 registration fee, which will be deducted from the total program fee.

\* Unless GMAT or GRE test score is available

**Program Fee**  
**USD21,500**  
Intake  
**March 2024**

# FINANCIAL AID

## Alumni Promotion

Alumni of the School of Executive Education and Lifelong Learning (SEELL) – formerly the School of Executive Education – will be entitled to 10% off the total program fee.

Alumni of any AIM degree program or their family members to the first degree of consanguinity or affinity will be entitled to 20% off the total program fee.

An applicant who fulfills both criteria will be eligible for a maximum of 20% off.

## Loans

### Institutional Loan Programs (Applicable to Program Fee Only)

AIM offers two loan programs to help Filipinos and Philippine-based foreigners\* focus on their education. Slots are limited in these programs and priority will be given only to qualified early applicants. The maximum loan amount is 80% of the program fee. No collateral is required for the loan program.

#### 1. Study Now, Pay Later: Aboitiz 0% Loan Program

- Repayment Tenure – 3 years to 5 years
- Monthly Amortization – starts 6 months from the scheduled end-date of the program
- Limited slots only

#### 2. AIM Study Loan Program

- Repayment Tenure – 3 years to 5 years
- Monthly Amortization – starts 3 months from the scheduled end-date of the program
- Indicative interest rate of 6%\*\*

## Loan Application Requirements

Submit scanned copies of the following documents for applicant and co-maker\*\*\*

- Certificate of Employment with salary information included
- Income Tax Return or payslip
- Copy of Official Transcript of Records with Cumulative Grade Point Average
- Any valid government ID (passport ID page is preferred)
- Loan Application form

\* Depending on employment status

\*\* Subject to change without prior notice

\*\*\* Co-maker must have an equal salary to or higher salary than applicant

## Scholarships

Scholarships are awarded to applicants who demonstrate excellence in their admission test scores, academics, career experience, innovation potential, leadership, and who exhibit strong AIM values and ideals that champion the AIM brand as a student and future member of the alumni community.

Applicants are eligible for a scholarship only after they have been accepted into the program and upon the evaluation of our scholarship committee. We reserve the right not to award these scholarships if no suitable candidate is identified.

If you have been accepted into the program and fit the criteria above, please contact our recruitment team to apply.

