


Master in Entrepreneurship

DESIGNED FOR OWNERS, PRESIDENTS/CEOs, AND GENERAL MANAGERS



Eddie Boy Tuviera
ME 2003
Founder and President
Lightscape, Inc.

*You are an entrepreneur on the verge of taking the next step.
But you have important questions.
Questions that need to be answered before you take decisive action.*

How Do You

- Assess risk and reward?
- Drive revenue without burning cash? or burning out?
- Integrate personal and business goals?
- Balance social impact with market realities?
- See behind the hype and effectively mine opportunities?

THE MASTER IN ENTREPRENEURSHIP PROGRAM

The Master in Entrepreneurship (ME) is an 18-month program designed specifically for the leader of an entrepreneurial business. The aim of the ME is to help entrepreneurs create a solid platform for long-term business growth. The program focuses on developing high-impact organizational leadership skills and innovative but practical approaches to value creation and growth.

Balance personal goals and business vision. Understanding that the entrepreneurial leader provides much of the energy and inspiration for the entrepreneurial business, the program takes an explicit approach to balancing business and personal goals.

Learning by Doing. The heart of the program is learning by doing. There are no essays or examinations. The business is the entrepreneur's laboratory and learning is evaluated through practical applications to the entrepreneur's individual and business goals. Two site visits by the class mentor and tutor provide on-the-ground individualized learning opportunities. Instead of a thesis, the ME ends with a five-year personal and business plan. Students can also join an International study tour.

Learning from Mentors and other Entrepreneurs. The heart of the on-campus sessions involve learning from faculty who combine academic rigor with real-life experience as well as from discussions in a class composed of owners, presidents, general managers, and heads of strategic business units (SBUs). Each class has a class mentor with entrepreneurial experience and a dedicated tutor. Students will also have access to faculty mentors in key functional areas and a pool of industry mentors composed of AIM alumni entrepreneurs.

Time Commitment. The normal schedule is two whole days a week (Thursdays and Fridays) every two weeks. The ME begins with sessions of four whole days a week for three weeks and is capped by ten whole day sessions delivered over three weeks.

In AIM, I discovered that what I really love is creating businesses. I love the process of taking an idea and making it real. I began with Lightscape, still the leader in the high-end audio-visual equipment business, and aim to end 2016 with a total of ten companies. The program doesn't just change your business, it changes you. The AIM ME made me a better man, making me a better entrepreneur.

— Eddie Boy Tuviera

**Real-time learning. Practical approaches. Immediate application.
Two days every two weeks. All of your goals. Not all of your time.**



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Integrate your **personal goals** and your **business vision**.

“ Looking back, would I have opened my first mall kiosk without the ME? Definitely not. AIM provided the push, the momentum. It took a lot of studying for the business angle because my business was initially grown on instinct. I really had to question my assumptions and my business model. I really implemented my business plan. Fifteen years after graduation, I expect to have 30 Café Mary Grace locations and about 16 kiosks. ”

Mary Grace Dimacali
ME 2001
Founder/CEO, Café Mary Grace



OVERVIEW OF THE ME

TERM 1 The Entrepreneur's Toolkit: Focus on Fundamentals

Focusing on key areas of the business with a bias to action and quick course corrections, the first term also has a strong focus on self-understanding and self-mastery. Midway through the first term, the entrepreneur is expected to create a one-year plan for the business, as well as a one-year learning agenda.

TERM 2 Building a Solid Foundation: Professionalizing and Systematizing

The key to a sustainable enterprise is a self-regulating operating system. This system must be flexible enough to react quickly to new opportunities but robust enough to impose discipline. After covering all of the main functional areas in the second term, the entrepreneur will have the foundation of the enterprise operating system in place.

TERM 3 Crafting a Strategic Growth Trajectory: Scaling and Sustaining

Term 3 begins with creating a deeper understanding of business context and emerging trends. The aim of the third term is to help the entrepreneur learn to identify untapped markets, unleash innovation, and unlock capital. This term culminates with the crafting of a five-year personal plan and a five-year business plan.



The ME program boosted my confidence because it gave me solid fundamentals. It doesn't have to be

complicated. It just has to work. In 2015, we hit the one billion peso mark. We now have international locations and not just in the ASEAN. We have expanded to the Middle East and the United States. I am thankful to AIM for my success. This is why I want to help future ME students.

— **Jose Magsaysay, Jr.**
ME 2001
Founder/CEO, Potato Corner



The ME helped me understand pricing.

I launched Filip+Inna internationally because

that was the way to get the price point I needed to provide a decent paycheck for the artisans.

The ME helped me realize I needed to make money so I could do good.

— **Lenora Luisa Cabili**
ME 2001
Founder, Filip+Inna



The ME really helped me because it integrated intuitive learning with the rigor of finance and

accounting. I have a design firm and a construction company. The company has grown from 10 to 80 people and is still growing. We've pioneered architectural outsourcing in the country. We're the first firm to do it here.

— **Cathy Saldaña**
ME 2000
Architect, PDP Architects and Project Management, Arco Group Architecture and Collaboration



Internationally accredited by the Association of Advance Collegiate Schools of Business (AACSB)

Qualifications for Admissions

- Bachelor's degree
- Current owner, president, country manager, or general manager of an enterprise; or head of a strategic business unit.
- Proficiency in oral and written English.

Program Fee: PHP 900,000

Key Dates for Admissions

Application Period	Ends July 2016
Early Enrollment	Ends Aug. 6, 2016
Regular Enrollment	Ends Sept. 16, 2016
Start of Classes	Sept. 26, 2016



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