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Jointly organized by ASBM and AICB

FT EXECUTIVE EDUCATION 2026 RANKING

AACSB Business Education Alliance Member

AICB 20 CPD HOURS

ASIA School of Business in collaboration with MIT Sloan Management

Iclif Executive Education Center

Certified AI Leader

For Senior Leaders & Executives

	October Cohort
GENAI: RIDING THE NEXT BUSINESS DISRUPTION	6 OCT
AI-POWERED LEADERSHIP	7 OCT
AI, CYBERSECURITY & GOVERNANCE	8 OCT
AI STRATEGY, IMPLEMENTATION AND IMPACT MEASUREMENT	9 OCT

HRDCORP CLAIMABLE

RM10,000*

An intensive 4-day program to equip you to not just understand but apply AI practically and responsibly in your organization and industry

* *Excludes Sales & Service Tax (8%)*

The **Certified AI Leader** program is designed to equip C-suite members and senior leaders with the essential knowledge and strategic skills to navigate the rapidly evolving AI landscape, and lead their organizations in an AI-powered world. This journey consists of four carefully curated modules, each spanning one day. These four modules cover key aspects of AI technology, business innovation, cybersecurity, and digital transformation.

Flexible Learning Path

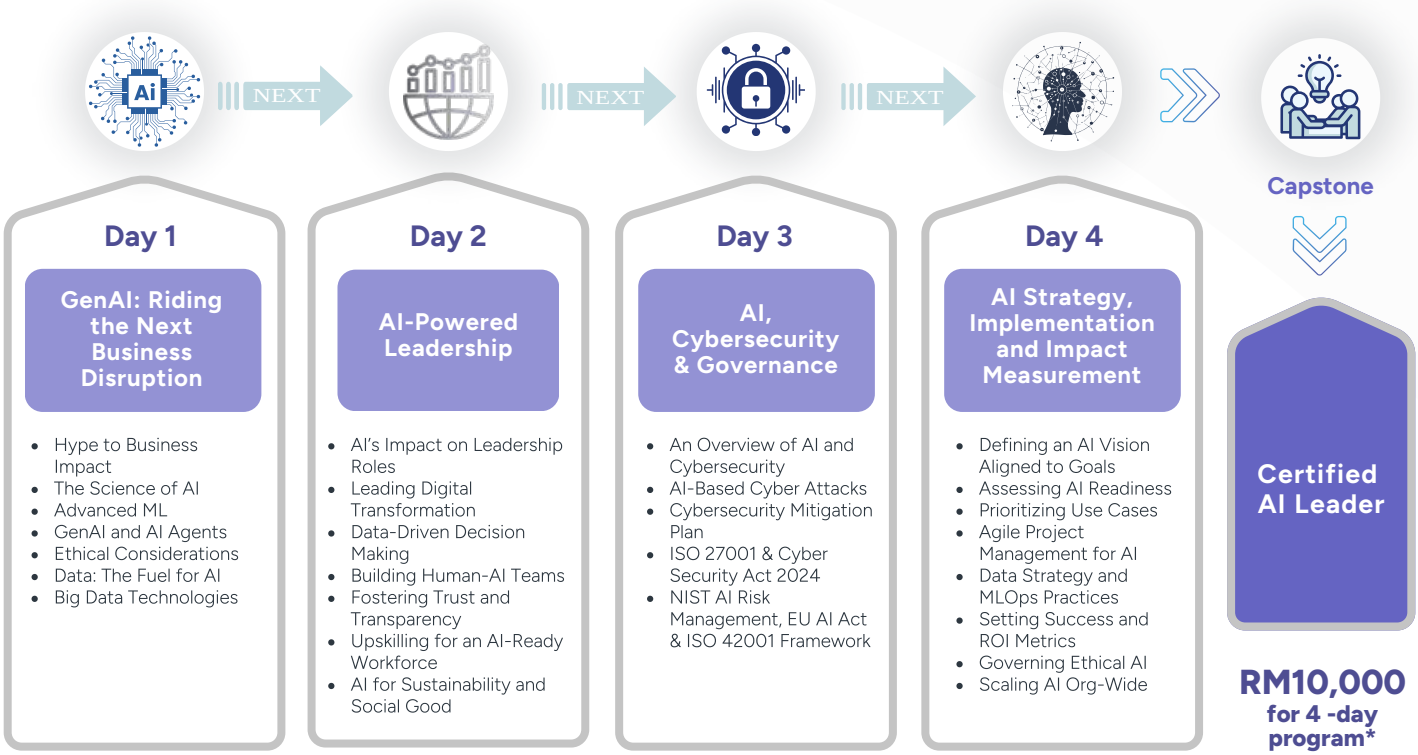
Participants have the flexibility to enroll in any individual module based on their learning needs and professional goals. However, those seeking the **Certified AI Leader** credential must complete all four modules and successfully complete the Capstone project, which demonstrates their ability to apply AI-driven strategies in a business context.

Certification Journey Overview

- **GenAI: Riding the Next Business Disruption** | Understand the fundamentals of AI, machine learning, and big data technologies.
- **AI-Powered Leadership** | Learn how to leverage the power of AI to drive meaningful business outcomes.
- **AI, Cybersecurity & Governance** | Gain insights into AI security frameworks, risk management, and governance strategies.
- **AI Strategy, Implementation and Impact Measurement** | Learn how to assess AI readiness, chart a path forward, and measure success and key ROI metrics.

Upon **completion of all four modules and the Capstone project**, participants will earn the **Certified AI Leader** title, signifying their expertise in leveraging and leading AI implementation for business success.

Start your journey today and become a leader in the AI-driven business world!



For participants who are unable to attend the full 4 days, they may also complete individual days at RM3,000/day.

Faculty

Prof. Ts. Dr David Asirvatham is Professor of Practice, AI & Technology and Head, Information Technology at the Asia School of Business (ASB), which was established in collaboration with MIT Sloan. He has been in the academic leadership and CIO roles for 30 years. His areas of expertise include Digital Neural Network, E-Learning Technologies, ICT Project Management, Multimedia Content Creation and AI.

Prior to joining ASB, he was the executive dean for the Faculty of Innovation and Technology at Taylor's University, director of the Centre of Information Technology at the University of Malaya, and CIO/senior director of the Centre for Information Technology at Multimedia University.

He has held numerous posts, including Associate Dean for Faculty of Information Technology (Multimedia University), Project Manager for the Multimedia and IT Infrastructure Development for a university campus (US$14 million project), and SAP Advisory for High Education Council (Germany).

He was the Chairman of the ICT Human Capital Development for 11th Malaysia Plan 2016-2020, Secretary for the Artificial Intelligence Society Malaysia, President of the Data Science Association (Malaysia) 2022-2025, Country Representative for the Asia E-learning Network (Japan), Steering Committee Member for the Implementation of E-Learning for Malaysian Public Sector, and Member of the Malaysian Grid for Learning's Standards Expert Group 2003-2004.

He also worked on various ICT Projects and conducted workshops in South Africa, Sudan, Iran, Ghana, Kenya, Vietnam, Maldives, Bangladesh (World Bank Project), UAE, India, and Brunei. David completed his Ph.D. from Multimedia University, M.Sc. (Digital System) from Brunel University (U.K.), and B.Sc. (Hons) Ed., and Post-Graduate Diploma in Computer Science from the University of Malaya. He has published over 70 academic papers and graduated 10 PhD students.

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Certified AI Leader Pathway