Jointly organized by ASBM and AICB

AICB | **20 CPD HOURS**

ASIA School of **Business**
in collaboration with MIT Sloan Management

Idlif Executive Education Center

Certified AI Practitioner

For Managers & Leaders

GENAI: RIDING THE NEXT BUSINESS DISRUPTION	29 OCT 2025
GENAI & PROMPT ENGINEERING FOR BUSINESS	04 NOV 2025
AI, CYBERSECURITY & GOVERNANCE	18 NOV 2025
GENAI: TRANSFORMING BUSINESS OPERATIONS	09 DEC 2025

HRD CORP CLAIMABLE

RM10,000
(RM3,000 per individual module)

4 SHORT MODULES. COMPLETE ALL 4 MODULES TO EARN A CERTIFICATE.

Certified AI Practitioner

The **Certified AI Practitioner** program is designed to equip professionals, middle managers, and department and team leaders with the essential knowledge and strategic skills to navigate the rapidly evolving AI landscape and apply it to their day to day processes and operations. This journey consists of four carefully curated modules, each spanning one day, covering key aspects of AI technology, business innovation, cybersecurity, and digital transformation.
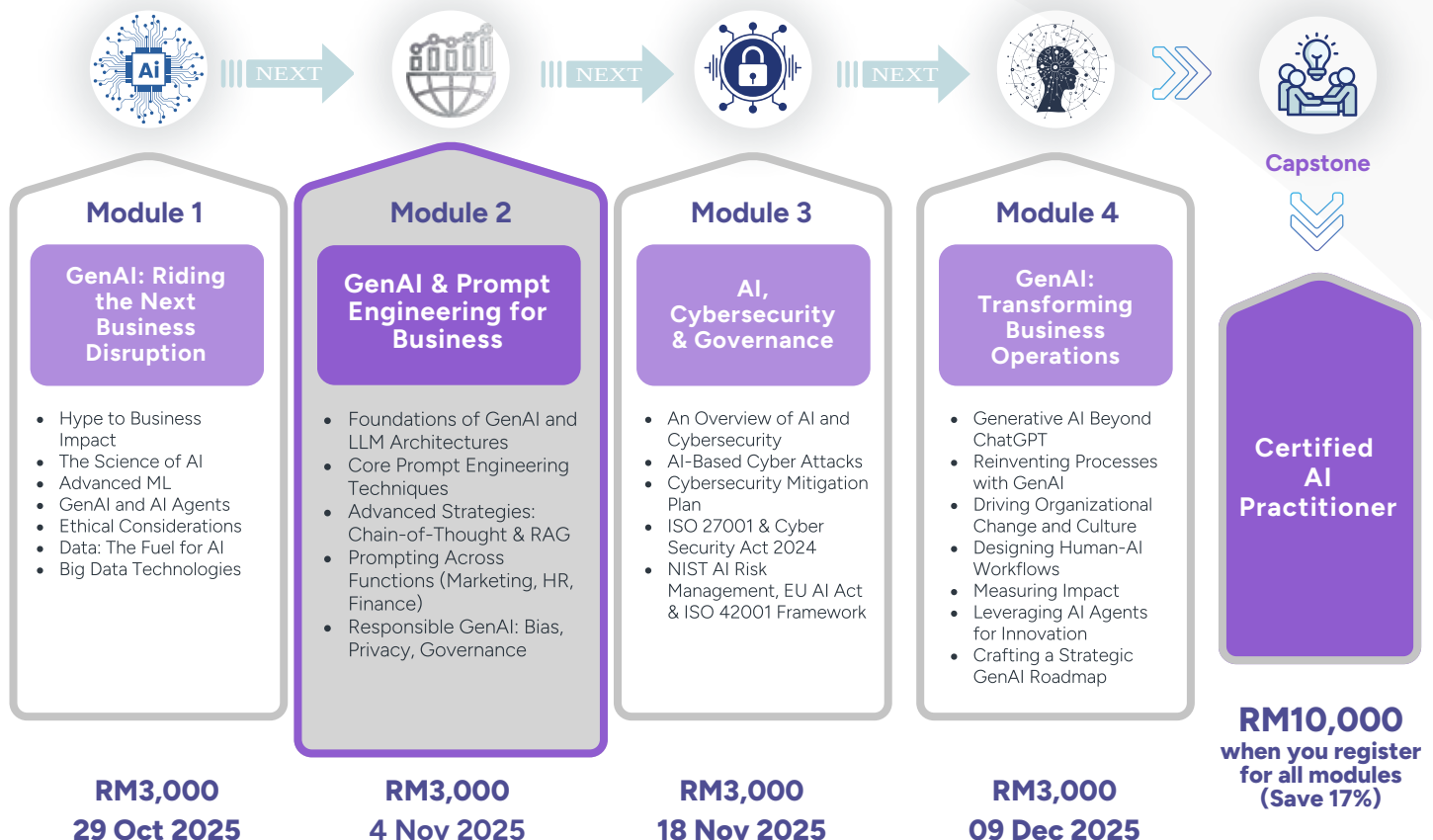
Flexible Learning Path

Participants have the flexibility to enroll in any individual module based on their learning needs and professional goals. However, those seeking the **Certified AI Practitioner** 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.
- **GenAI & Prompt Engineering for Business** | Explore how foundational models work, and learn prompting techniques to interact effectively with AI for practical, real-world use.
- **AI, Cybersecurity & Governance** | Gain insights into AI security frameworks, risk management, and governance strategies.
- **GenAI: Transforming Business Operations** | Learn how to leverage the power of GenAI to improve, transform, and innovate processes for business success

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

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

Capstone

Module 1

GenAI: Riding the Next Business Disruption

- Hype to Business Impact
- The Science of AI
- Advanced ML
- GenAI and AI Agents
- Ethical Considerations
- Data: The Fuel for AI
- Big Data Technologies

RM3,000
29 Oct 2025

Module 2

GenAI & Prompt Engineering for Business

- Foundations of GenAI and LLM Architectures
- Core Prompt Engineering Techniques
- Advanced Strategies: Chain-of-Thought & RAG
- Prompting Across Functions (Marketing, HR, Finance)
- Responsible GenAI: Bias, Privacy, Governance

RM3,000
4 Nov 2025

Module 3

AI, Cybersecurity & Governance

- An Overview of AI and Cybersecurity
- AI-Based Cyber Attacks
- Cybersecurity Mitigation Plan
- ISO 27001 & Cyber Security Act 2024
- NIST AI Risk Management, EU AI Act & ISO 42001 Framework

RM3,000
18 Nov 2025

Module 4

GenAI: Transforming Business Operations

- Generative AI Beyond ChatGPT
- Reinventing Processes with GenAI
- Driving Organizational Change and Culture
- Designing Human-AI Workflows
- Measuring Impact
- Leveraging AI Agents for Innovation
- Crafting a Strategic GenAI Roadmap

RM3,000
09 Dec 2025

Certified AI Practitioner

RM10,000
when you register for all modules (Save 17%)

Faculty

Prof. Dr David Asirvatham is Professor of Practice (AI & 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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SCAN ME

Certified AI
Practitioner Pathway