



# Certified AI Practitioner

## For Managers & Leaders

	1st Run	2nd Run	3rd Run
GENAI: RIDING THE NEXT BUSINESS DISRUPTION	09 FEB	15 JUN	18 AUG
GENAI & PROMPT ENGINEERING FOR BUSINESS	10 FEB	16 JUN	19 AUG
AI, CYBERSECURITY & GOVERNANCE	11 FEB	18 JUN	20 AUG
GENAI: TRANSFORMING BUSINESS OPERATIONS	12 FEB	19 JUN	21 AUG

**RM10,000\***  
(RM3,000 per individual module)\*



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

\* Excludes Sales & Service Tax (8%)

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

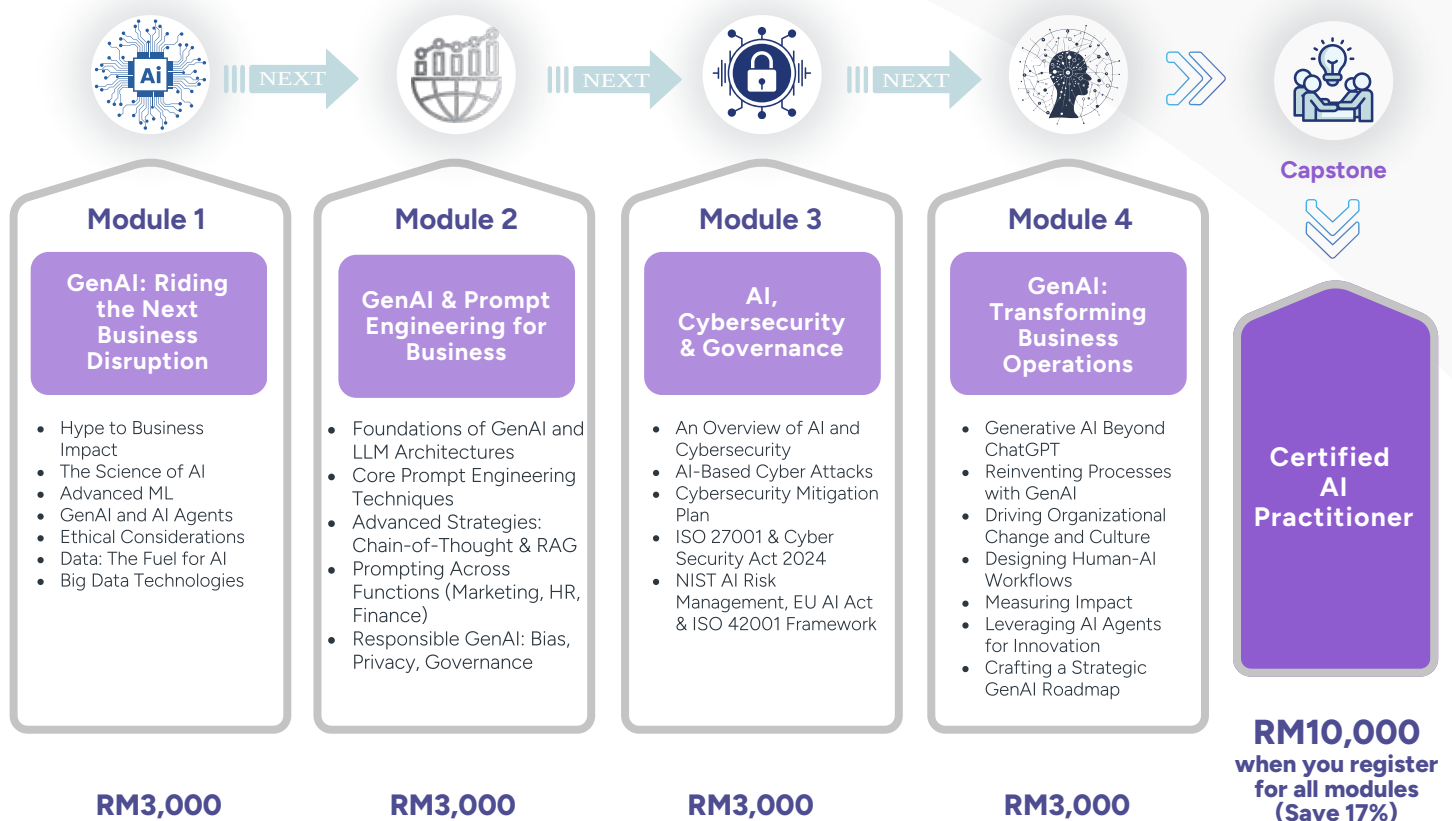
Participants have the flexibility to enroll in any individual module based on their learning needs and professional goals. However, those seeking the **Certified AI Practitioner** credential must complete all four modules and successfully complete the Capstone project, which demonstrates their ability 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!



## Faculty



**Prof. Ts. 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.



### **Asia School of Business (DU046(W))**

Iclif Executive Education Center

ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur

**Email:** [ExecEd@asb.edu.my](mailto:ExecEd@asb.edu.my)

[exec.asb.edu.my](http://exec.asb.edu.my)



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Certified AI  
Practitioner Pathway.

