# PROFESSIONAL CERTIFICATION IN AI FOR BUSINESS LEADERS

(HRDCorp Course Series No: 10001443279)

Faculty **Professor Shien Jin Ong and Professor Sanjay Sarma**

Videos are available beginning January 27, 2025

After watching the required videos, live sessions are on:

- February 8, 2025
- February 22, 2025
- March 8, 2025

**Course Credits**
1.5 credit course

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asb.edu.my/ace

## Course Overview

This course is designed for forward-thinking business leaders who seek to understand Artificial Intelligence (AI) and its transformative impact on the business world. You will embark on a journey through the history and evolution of AI, gaining insights into how these technologies have shaped and will continue to revolutionize various industries. We will explore the ethical considerations and societal implications of AI, ensuring you are equipped to make responsible decisions in a technology-driven future.

Diving deeper, the course offers a primer on foundational AI concepts, including neural networks, convolutional neural networks, text embeddings, clustering, transformers, and large language models (LLMs). While the technical aspects are simplified for a business-oriented audience, you will gain enough understanding to effectively communicate with technical teams and leverage AI in business contexts. A significant focus will be on the application of LLMs to solve real-world business challenges.

By the end of this course, you will not only have a thorough understanding of AI technologies but also possess the strategic mindset to lead AI initiatives and drive innovation in your organization. Whether you are aspiring to be a C-suite executive, an entrepreneur, or a business strategist, this course will equip you with the knowledge and skills to succeed in the AI-augmented business landscape.

The course integrates pre-recorded video lectures with interactive live sessions to provide an engaging and hands-on learning experience, making it accessible and enjoyable for non-technical beginners in AI.

## Course Outline

Through a combination of videos, quizzes, and coding exercises during our live sessions, you will achieve the following:

1. **History and Evolution of AI**
   Acquire a comprehensive understanding of the development and progression of AI technologies, recognizing their transformative impact on diverse industries.

2. **Foundational AI Concepts**
   Attain insights into core AI principles, including neural networks, convolutional neural networks, text embeddings, clustering, and large language models (LLMs), tailored specifically for a business-oriented audience.

3. **Practical AI Applications**
   Master the application of AI concepts to address and solve real-world business challenges effectively, including developing custom GPT models tailored to specific business problems.

4. **Strategic AI Leadership**
   Cultivate a strategic mindset necessary for leading AI initiatives and fostering innovation within your organization.
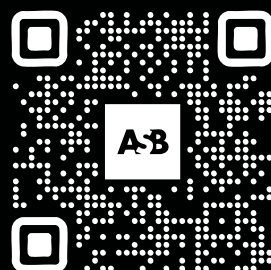
5. **Ethics and Societal Implications**
   Delve into the ethical considerations and societal ramifications of AI, equipping yourself to make responsible and informed decisions in a technology-driven landscape.

6. **Communication with Technical Teams**
   Develop the capability to articulate AI concepts and requirements effectively, ensuring clear and productive communication with technical teams.

Here's how you can stack up your professional certifications for a micro-credential by scanning the QR code below.

## Course Learning Outcomes
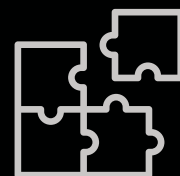
At the end of the course,
you will be able to:

### Evaluate
the effectiveness of different AI
models for solving real-world
business problems.

### Analyze
the ethical considerations
and societal implications of
AI technologies in various
business contexts.

### Adapt
an AI-based solution to
optimize a business process.

## Assessment

Learners must undergo the various assessment categories below and achieve minimum stipulated grades in order to receive the Professional Certification in AI for Business Leaders:

1. Quizzes ···································· 20%
2. Homework Assignments (2) ············· 50%
3. Final Projects ···························· 30%

## Who should take this course?*

Business leaders and executives seeking to understand and leverage AI for strategic decision-making.

Entrepreneurs aiming to incorporate AI technologies into their business models.

Aspiring C-suite executives who want to lead AI-driven initiatives.

Professionals in non-technical roles who need to effectively communicate with technical teams.

Individuals interested in gaining a foundational understanding of AI and its applications in the business world.

Business strategists looking to drive innovation and competitive advantage through AI.

*Those in Klang Valley are highly encouraged to participate in the live-sessions (hackathons) fully in person.

## Requirements/Prerequisite

No technical background is required; however, it would be good for participants to have basic familiarity with Python. For beginners, we recommend that you watch introductory Python videos on YouTube.

We will be using the following software for our course. Most are available for free, though some, like ChatGPT Plus, require a subscription:

Google Colab (Python Notebook)
**www.colab.new**

ChatGPT (Plus recommended)
**www.chatgpt.com**

OpenAI Playground
**platform.openai.com/playground**

**Fees:** RM8,500 (exempted from 8% SST)

**Course Credits:** 1.5 credit course

**Duration of the Course:**
Total 6 to 7 weeks (this includes time for learners to watch videos before the first live session)

**Course Structure:**
The course will have a total of three live-sessions held on every alternate Saturday from February to March.

1. Video Learning
Before the live-sessions, you will watch short video lectures lasting 20 to 40 minutes and complete assignments to cement your understanding of the videos.

2. Live Sessions
The live-sessions are held in hybrid format, beginning with a review of the video lecture, and followed by a discussion of the case of the day.

Live-session dates in table below:

| Live-session | Date and Time |
| --- | --- |
| First Live-session (half day) | Saturday, February 8, 2025 9:00 a.m. – 12:15 p.m. (Malaysian Time) |
| Second Live-session (half day) | Saturday, February 22, 2025 9:00 a.m. – 12:15 p.m. (Malaysian Time) |
| Third Live-session (full day) | Saturday, March 8, 2025 9:00 a.m. – 5:00 p.m. (Malaysian Time) |

# Faculty

**Ong Shien Jin** is a Professor of Practice at the Asia School of Business (ASB). His research interests are in AI and Analytics. Shien Jin's background spans finance, technology and academia. He started his career as a Quantitative Strategist at Goldman Sachs Asset Management Fixed Income, specializing in mortgage-backed securities.

After Goldman Sachs, he joined the tech industry as Special Assistant to the CEO at JobStreet.com, the #1 online job portal in South-East Asia. Prior to ASB, he was a Visiting Senior Research Fellow at the National University of Singapore (NUS). Shien Jin holds a PhD in Computer Science from Harvard University and a Bachelor of Science in Mathematics from MIT.

**Sanjay Sarma** is CEO, President, and Dean of the Asia School of Business. He is also a Professor of Mechanical Engineering at MIT and has a courtesy appointment at the Sloan School of Management. He co-founded the Auto-ID Center at MIT, pioneering the technical concepts and standards of modern RFID which has become a global standard utilized by over a thousand companies. Sarma also previously chaired the Auto-ID Research Council, establishing six labs worldwide. He co-founded OATSystems, later acquired by Checkpoint Systems, and serves on the boards of several companies including Aclara (TSX:ARA) Rekor Systems (NASDAQ:REKR) and GS1.

Sarma received his PhD from the University of California, Berkeley, his Masters from Carnegie Mellon University, and his undergraduate degree from the Indian Institute of Technology, Kanpur. His expertise includes RFID, sensors, manufacturing, autonomy, AI, sustainability and innovation. He has authored over 150 publications and played a key role in India's Aadhaar unique ID System. Sarma's contributions have been recognized with multiple awards, including the MIT MacVicar Fellowship, National Science Foundation CAREER Award, and RFID Journal for his innovations.

Sarma has also been highly influential in education, helping establish Singapore University of Technology and Design; serving as the first Director of Digital Learning at MIT, and as the Vice President for Open Learning at MIT. His initiatives include MIT Open Learning, MicroMasters, the Jameel World Education Lab, the MIT Integrated Learning Initiative, and MIT xPro.

**RM8,500 or approximately USD1,848***

*This ACE course, which is part of ASB's accredited degree program,
is exempted from Malaysian SST.

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ACE Professional Certification course fee is 100% HRD Corp claimable,
subject to full program attendance. Please note that the grant application
and claimable amount are still subject to HRD Corp's approval.

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