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OPEN ENROLLMENT PROGRAM

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ASIASchool of Business
in collaboration with MIT Sloan Management
Iclif Executive Education Center

DECODING AI FOR BUSINESS INNOVATION

PROGRAM DETAILS

FACULTY	DATE/TIME	FEE
Dr David Asirvatham	6 May 2025 9.00AM - 5.00PM	RM2,750 before SST*

*Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.

Program Overview

As we embrace digital transformation, artificial intelligence (AI) becomes pivotal in reshaping businesses. AI can potentially improve business efficiency and create opportunities to innovate the business.

This program is designed to equip senior management with a comprehensive understanding of AI and its critical role in business development. Participants will gain insights into key concepts such as machine learning, deep learning, generative AI (GenAI), and practical applications of AI-powered tools. The program emphasizes how AI can streamline operations, enhance decision-making, boost efficiency, and address business challenges. Real-world case studies will be integrated to provide actionable context and examples.

While the benefits of using AI are lauded, its usage is not without risks or limitations. The program will discuss the risks and ethical concerns in using AI and the guardrails organizations must put in place. Best practices will also be shared.

To reinforce learning, the program incorporates interactive, hands-on sessions. Participants will engage in discussions, explore real-world applications, and experiment with AI-powered tools to apply their newly acquired knowledge.

Learning Outcomes

At the end of the program, participants will be able to:

- Explain the key AI concepts and basic AI Models;
- Provide insights into how AI is transforming business;
- Apply AI solutions to business tasks;
- Analyze business data using AI;
- Formulate ethical considerations of using AI within business.

Who Should Attend?

- Business Leaders
- Heads of Department
- Anyone keen to decode AI for business innovation

Program Overview

Session 1: Introduction to AI

Introduction to AI and Generative AI

- Definition and scope of AI.
- Evolution of AI from traditional systems to generative AI.
- Overview of Generative AI tools (e.g., ChatGPT, DALL-E, Gemini).

Current Trends and the Future of AI

- Industry-specific AI advancements (healthcare, finance, retail).
- Emerging trends like autonomous AI systems and XAI.
- Global adoption and AI market growth projections.

Basic Concepts and Terminologies

- Types of AI: Narrow AI, General AI and Superintelligence.
- Key AI components: neural networks, machine learning, and deep learning.
- Understanding AI workflows: data, models, and predictions.

Session 2: Neural Networks and Machine Learning Models

Introduction to Neural Network

- Artificial Neuron vs. Perceptron.
- How do Neural Networks learn and make predictions?
- Types of learning: Supervised vs Unsupervised.

Advanced Machine Learning Models

- Supervised learning: Regression, classification, and practical examples.
- Unsupervised learning: Clustering, dimensionality reduction, and applications.
- Reinforcement learning: Decision-making in dynamic environments.

Hands-on Activity: Use an AI-powered tool (ChatGPT or Gemini) to solve simple business problems (e.g. generating ideas/reports, image generation, data analytics, etc.)

Session 3: AI and Business Innovation

AI Innovation in Businesses

- The importance of AI in businesses.
- Drivers of AI Adoption: efficiency, innovation and competitive advantage.
- Innovation in customer service: chatbots, sentiment analysis, and personalization.
- Innovation in finance: Fraud detection, credit scoring, and risk assessment.
- Innovation in supply chain: Demand forecasting and process automation.

Case Studies of Successful AI Adoption

- Real-world examples of AI implementation (e.g., Amazon, JP Morgan, and Netflix).
- Lessons learned from AI projects - successes and failures.
- Scalability and ROI of AI projects.

Opportunities for AI in Your Business

- Identifying high-impact areas for AI deployment.
- Aligning AI initiatives with strategic goals.
- Quick wins vs. long-term investments in AI.

Hands-on Activity: Participants work in small groups to analyze a hypothetical or real scenario from their organization. They identify potential areas for AI adoption, rank them based on impact and feasibility, and outline a high-priority implementation plan.

Session 4: Ethics and Risks in AI

Ethical Concerns in AI

- Addressing bias and fairness in AI systems.
- Privacy considerations in data usage.
- Building accountability and transparency in AI applications.

Risks Associated with AI

- Potential for job displacement and workforce transformation.
- Data security threats in AI systems.
- Over-reliance on AI for critical decision-making.

Best Practices for Ethical AI Implementation

- Guidelines for responsible AI development.
- Regulatory frameworks and compliance (e.g., GDPR, EU AI Act).
- Building trust in AI through stakeholder engagement.

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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