

Jointly organized by ASBM and AICB



EXECUTIVE DIGITAL LEADERSHIP PROGRAMME

In partnership with Technology Partners :



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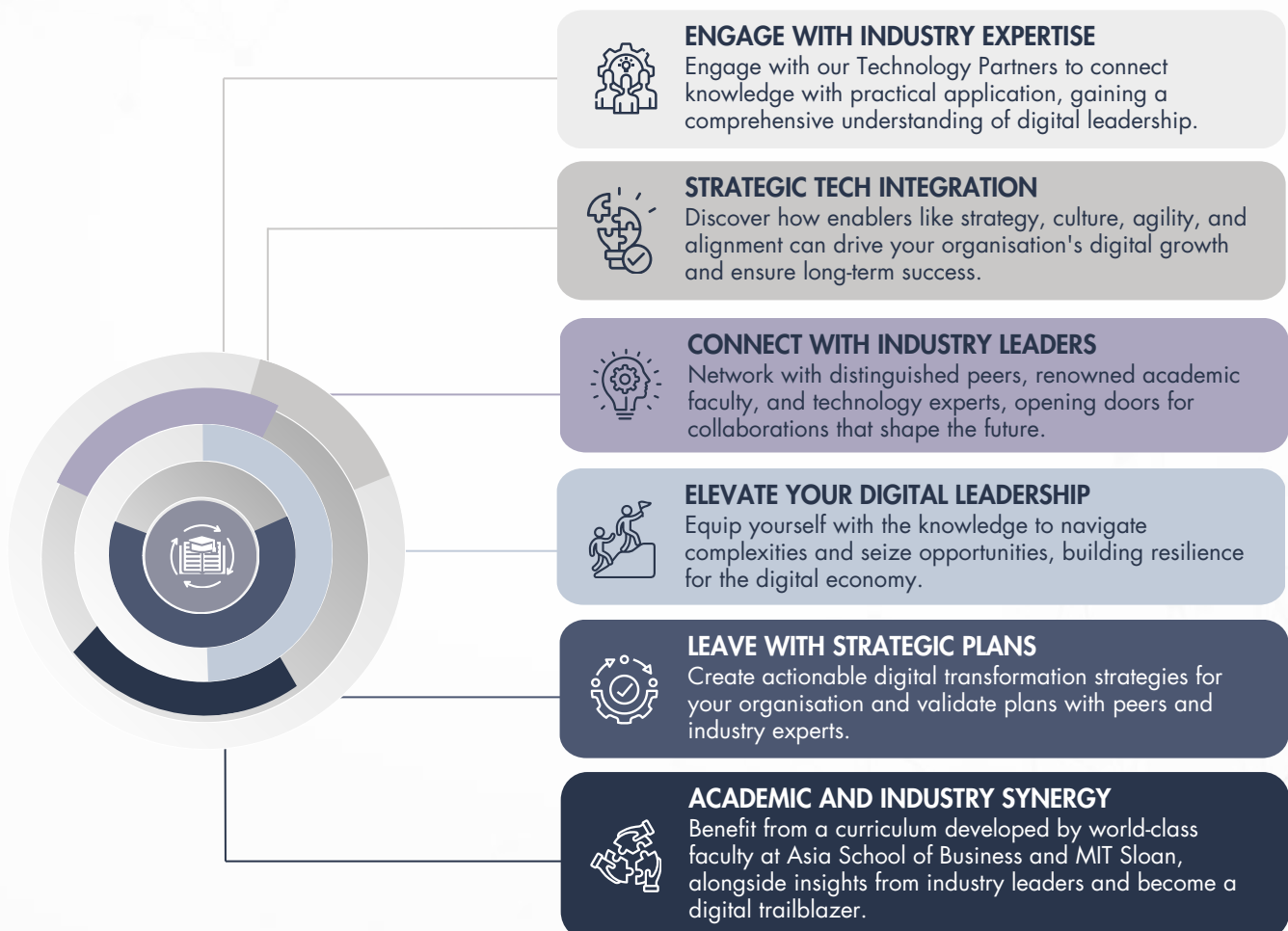


OVERVIEW

The 3-part Executive Digital Leadership Programme (EDLP), co-developed with MyDIGITAL Corporation, empowers leaders across the public and private sectors, including start-ups and SMEs, to navigate the complexities of digital transformation with confidence. Designed to equip leaders with cutting-edge skills and knowledge on emerging trends, this programme covers essential topics such as digitalisation, cybersecurity and leadership delivered by top industry experts.

Participants will embark on a dynamic learning journey, featuring interactive presentations, case studies, group discussions, and experiential learning methods. Online sessions also cater to international participants, ensuring global reach and flexibility.

A unique highlight of this programme is the involvement of leading tech giants like Microsoft, IBM, AWS, Shopee and Cisco, who will offer insights through panel discussions, guest lectures, and hands-on guidance. These companies will also play a role in reviewing participants' digital roadmaps, providing invaluable feedback to drive impactful change from the top down.



PROGRAMME FEE

RM 24,660 (subject to SST)*

**Fee displayed is before the incentive scheme and HRD Corp's approval for qualified applicants. Terms and conditions apply.*

INCENTIVE SCHEMES

- 100%**
Incentive
Malaysian citizens working in **public sector/civil servants**.
Selected SMEs subject to terms and conditions. ** Limited places available.
- 50%**
Incentive
Malaysian citizens working in **start-ups and SMEs**, including experienced professionals who are currently in between jobs.
- 25%**
Incentive
Malaysian citizens working in Malaysian-based companies including **multinationals, government-linked corporations**, and similar entities.

** Refer to the Terms & Conditions in [SME Funding Qualifying Criteria](#)

COHORT DATES

A total of 5 Cohorts completed the programme in 2024. Dates for Cohorts 6 - 10 are below: ^{***}

COHORT 6	Part 1: 14 Apr - 02 May Part 2: 05 May - 30 May Part 3: 09 Jun - 23 Jun
COHORT 7	Part 1: 19 May - 13 Jun Part 2: 16 Jun - 11 Jul Part 3: 14 Jul - 28 Jul
COHORT 8	Part 1: 30 Jun - 25 Jul Part 2: 28 Jul - 22 Aug Part 3: 08 Sep - 22 Sep
COHORT 9	Part 1: 04 Aug - 29 Aug Part 2: 08 Sep - 03 Oct Part 3: 06 Oct - 27 Oct
COHORT 10	Part 1: 25 Aug - 19 Sep Part 2: 22 Sep - 17 Oct Part 3: 20 Oct - 10 Nov

Parts 1, 2 and 3 will be completed **within 3 months** as follows:

- **4 days in-person** sessions in **each Part**.
(12 days in total)
- **Self-paced online learning** with **MIT Horizon** in **each Part**.
(10 topics in total)

*** Dates are subject to change.



WHO SHOULD ATTEND?

- Chief Executive Officers
- Chief Technology Officers
- Heads of Departments
- Senior Management
- Government officers holding leadership roles in their ministries
- Anyone interested in digital transformation

WHAT WILL I LEARN?

Digital Transformation

- The Digital Landscape
- Digital Strategy and Vision
- Setting the Right Tone at the Top
- Digital Transformation Leadership: Building a Digital Mindset
- Creating a Culture of Innovation and Technology

01

Ethics

- Legal, Ethical and Social Implications of Digitalisation

02

Cybersecurity and Data

- Cybersecurity and Risk Management
- Data-Driven Decision-Making: Data Strategy and Analytics

03

Emerging Technologies

- Artificial Intelligence
- Robotics
- Generative AI
- Internet-of-Things
- Big Data Analytics
- Blockchain
- Augmented and Virtual Reality
- Cloud Computing

04

Sustainability

- Sustainability 101
- Sustainability in the Digital Era

05

WHAT WILL I ACHIEVE?

Create your organisational digital transformation plan with expert input and insights at the end of Part 3.

FACULTY MEMBERS



DAVID ASIRVATHAM

Professor of Practice (AI & Technology), ASB
Expert in AI and Information Technology



ONG SHIEN JIN

Professor of Practice, ASB
Expert in Finance and Analytics



SAM FLANDERS

Associate Professor II of Economics, ASB
International Faculty Fellow, MIT



ELSA SATKUNASINGAM

Director of Executive Education, ASB
Expert in Governance, Ethics and Culture



MUHAMMAD SABRI RAWI

Senior Lecturer, ASB
Expert in Leadership and Management



THUNTHAMRONGNAWASAWAT

Adjunct Faculty, ASB
Expert in Leadership and Neuroscience



ROBIN SPECULAND

Author and global expert in strategy and
digital implementation



CLEMENT ARUL

Adjunct Associate Professor, ASB
Expert in Cybersecurity and Risk
Management



GARY THESEIRA

Adjunct Associate Professor, ASB
Expert in Sustainability



Digital transformation is not about the tools or technology. It's about the strategy of rethinking how your organisation operates. It's about putting people at the centre of your change initiatives, leveraging technology to drive new business models, and ultimately, reshaping your industry.

– Michael Gale, author of "The Digital Helix"

TESTIMONIALS



“ I really enjoyed the session. Very insightful and we are really interested in the networking and collaborative opportunities offered. Valuable takeaways my organisation can benefit from. ”

Government Agency



“ Great class. Good pace of content and lots of interactions. Learnt a lot about my values and very insightful. ”

MNC



“ I am very satisfied with the topics covered. I have learned a great deal, and the content has been both insightful and practical. ”

Government Agency



About Us

A WORLD-CLASS EXECUTIVE EDUCATION CENTER
IN THE HEART OF ASIA

Introduction

The Asia School of Business (ASB), a collaborative effort between Bank Negara Malaysia and the Massachusetts Institute of Technology (MIT) Sloan School of Management, is one of the most prestigious and innovative universities in the world. ASB offers innovative and rigorous MBA and Executive Education programmes that equip students with the knowledge, skills, and global perspectives necessary to succeed in the fast-paced and ever-changing business environment.

The Iclif Executive Education Center (Iclif) at Asia School of Business is a premier executive education center that provides training in leadership and management, sustainability, corporate governance and technology programmes; coaching and research by ASB faculty who are global thought leaders that help business professionals and executives advance in their careers.

Our programmes support the professional development of junior to senior management leaders, C-suites and Directors sitting on boards which enable them to apply the knowledge gained to be effective leaders. Each program is crafted to provide leaders with the essential knowledge, skills and innovative tools to navigate today's complex world. Taught by globally renowned ASB faculty, our programmes are designed to amplify leadership impact and organizational performance.





MyDIGITAL Corporation was incorporated on 13 September 2021 and is currently an agency under the Ministry of Digital.

MyDIGITAL Corporation
Level 2, Menara PjH, No. 2, Jalan Tun Abdul Razak,
Presint 2, 62100 Putrajaya, Malaysia



[mydigitalcorp](#)



[mydigital_corp](#)



[mydigital_corp](#)



[MyDIGITAL Corporation](#)

Academic Partner



Asia School of Business Iclif Executive Education Center
ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur
Phone: +603 2023 3000 | **Email:** ExecEd@asb.edu.my

[asb.edu.my](#)



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