



MICRO-CREDENTIAL IN AI FOR BUSINESS LEADERS

STRATEGIC LEADERSHIP IN THE AGE OF AI

(HRDCORP COURSE SERIES NO: 10001541110)

Faculty Professor Shien Jin Ong

Videos are available beginning September 8, 2025

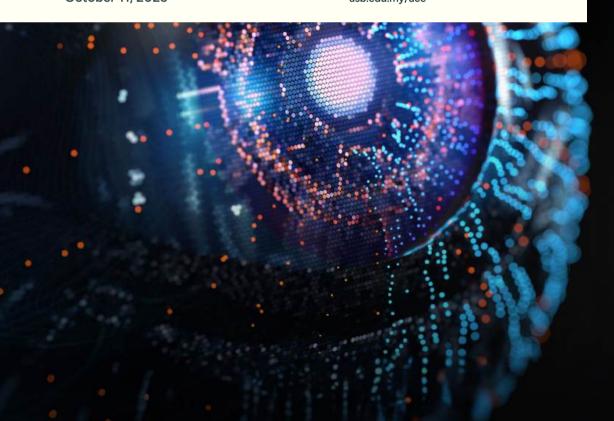
After watching the required videos, live sessions are on:

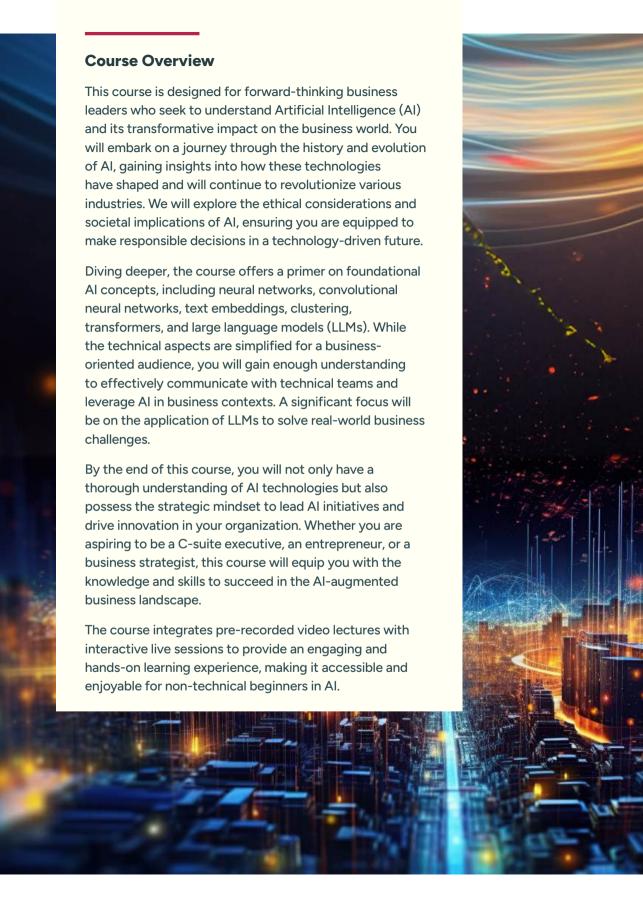
- September 20, 2025
- September 27, 2025
- October 4, 2025
- October 11, 2025

Course Credits: 1.5 Credits



asb.edu.my/ace







Course Outline

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

- History and Evolution of Al
 Acquire a comprehensive understanding of the development
 and progression of Al technologies, recognizing their
 transformative impact on diverse industries.
- 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.
- 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.
- Strategic Al Leadership
 Cultivate a strategic mindset necessary for leading Al initiatives and fostering innovation within your organization.
- 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.
- 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 Micro-Credential by scanning the QR code below.









Outcomes that Drive Business Growth

This course will enable you to:



Evaluate

the effectiveness of different Al models for solving real-world business problems.



Analyze

the ethical considerations and societal implications of Al technologies in various business contexts.



Master

an Al-based solution to optimize a business process.



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

OpenAl Playground platform.openai.com/playground

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

Course Credits: 1.5 credit course

Duration of the Course:

Total 5 to 6 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 September to October.

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, September 20, 2025 9:00 a.m. – 12:15 p.m. (Malaysian Time)
Second Live-session (half day)	Saturday, September 27, 2025 9:00 a.m. – 12:15 p.m. (Malaysian Time)
Third Live-session (half day)	Saturday, October 4, 2025 9:00 a.m. – 12:15 p.m. (Malaysian Time)
Fourth Live-session (full day)	Saturday, October 11, 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.

RM8,500 or approx USD1,848*

*This ACE course is exempt from Malaysian SST for Malaysian participants, as it forms part of ASB's accredited degree program. A 6% SST charge will apply to international participants starting July 1, 2025, as announced by the Royal Malaysian Customs Department.

The ACE courses are:

• Stackable to degrees. They can be combined to gain eligibility to apply for comprehensive qualifications, culminating in the ASB Master of Business Administration (full-time 12 months) or Executive Master of Business Administration degrees (part-time 16 months).

Register now for this course:



Asia School of Business, ASB Academic, 11 Jalan Dato' Onn, 50480 Kuala Lumpur

Ministry of Higher Education Malaysia Registration No: DU046(W)



