

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
December 22, 2025**

After watching the required videos,
live sessions are on:

- January 10, 2026
- January 17, 2026
- January 24, 2026
- January 31, 2026

Course Credits:
1.5 Credits



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 Micro-Credential by scanning the QR code below.





Outcomes that Drive Business Growth

This course will enable you 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.



Master

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 Micro-Credential in AI for Business Leaders:

1. Homework Assignments (2) 50%
2. Quizzes 20%
3. Final Project 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

Course Credits: 1.5 credit course

Duration of the Course:

Total 6 weeks (this includes time for learners to watch videos before the first live session)

Course Structure:

The course will have a total of four live-sessions, held on every Saturday in January.

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	Saturday, January 10, 2026 9:00 a.m. – 12:15 p.m. (Malaysia Time)
Second Live-session	Saturday, January 17, 2026 9:00 a.m. – 12:15 p.m. (Malaysia Time)
Third Live-session	Saturday, January 24, 2026 9:00 a.m. – 12:15 p.m. (Malaysia Time)
Fourth Live-session	Saturday, January 31, 2026 9:00 a.m. – 5:00 p.m. (Malaysia 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).
- HRD Corp and STF claimable by eligible Malaysian employers, terms and conditions apply.

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)

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