

Diploma in Artificial Intelligence (AI) for Business

The course enables the students to analyse various amounts of data and extract valuable insights, automate processes, and enhance decision-making capabilities. It also provide learners who are seeking the competitive edge in emerging business technology.

Course and Learning Outcomes:

Module 01: Revolution Trends and Tools and Applications

- Learn why it is at an inflection point along with its fundamentals, machine learning, and deep learning.
- You will identify key players in the AI ecosystem and explore the seven-step process for framing AI initiatives with generative AI Canvas.

Module 02: AI and Customer Experience Management

- Gain an understanding of the Customer Experience DNA (CxDNA) framework to identify use cases for AI across the customer journey.
- In addition, you will learn how AI is being used to create demand, enable sales, and drive customer service.
- This module will also offer insights on how to analyze customer segments, conversion rate optimization, and customer churn using the KNIME analytics platform.

Module 03: AI and Operations Management

- Explore how AI can be used to optimize your assets as well as operating processes to increase agility, reduce operating costs, enhance quality, and improve safety.
- In this module, you will also learn about the use cases and Jobs to be Done for AI across five stages in the operations ecosystem: sourcing, making, storing, routing, and delivering products and services.

Module 04: AI and Support Business

- Discover AI's transformative role in business support functions such as HR, finance, IT, and risk management.
- Explore generative AI's impact on marketing and how it enhances data-driven insights, content creation, and personalized campaigns.
- Assess industry examples showcasing how generative AI is harnessed for marketing functions.

Module 05: AI Application and Autonomous Vehicles and Transport

- Learn about the evolution of autonomous vehicles using the AV Efficient Frontier framework to define suitable autonomy.

- Gain insights into the ethical challenges and AI-driven use cases for transporting people and cargo across various terrains.

Module 06: Transforming Business with AI: Strategy and Capabilities

- Apply your learning to craft an AI strategy for your organization. Utilize the generative AI Radar to pinpoint focus areas for AI use cases.
- Explore necessary capabilities for AI-led transformation using the AI Capability Maturity model and delve into the evolution toward Zero Touch Enterprises.

Module 07. Transforming Business with AI: Safety and Society

- Understand the importance of AI strategy for business leaders, designing optimal AI organizational structures and understanding the necessary roles and skills in AI teams.
- Learn to apply agile methodologies to AI projects, embrace Responsible AI principles, and implement effective governance for ethical and responsible business and societal outcomes.

Module 08: AI Application in Selected Industries

- Discover how to “verticalize” AI applications to your industry by creating a vertical blueprint for AI in your business and applying this verticalization approach to the healthcare industry and BFSI.
- You will learn from real-world cases and apply assisted intelligence to hospital readmission, bank fraud, as well as underwriting.

Mode of Delivery:

- Face-to-Face

Course Duration:

- 8 months (part-time)

Entry Requirements:

Age: 18 years old

Language proficiency: Minimum passed in the English Language at GCE O Level

Academic Level: The minimum Entry Requirement is related 3 GCE O Level, including minimum passed in English Language at GCE O.

The terms and conditions to be met so as to be awarded the Certificate.
Student must achieve 75% attendance and pass all modules required written assignment to be awarded the Diploma in Artificial Intelligence (AI) Business.

Intake Dates:

Date	Day	Time
09 Jan 2026	Friday	7.00pm-10.00pm
06 Feb 2026	Friday	7.00pm-10.00pm
06 Mar 2026	Friday	7.00pm-10.00pm
10 Apr 2026	Friday	7.00pm-10.00pm
15 May 2026	Friday	7.00pm-10.00pm
12 June 2026	Friday	7.00pm-10.00pm
10 July 2026	Friday	7.00pm-10.00pm
07 Aug 2026	Friday	7.00pm-10.00pm
04 Sep 2026	Friday	7.00pm-10.00pm
02 Oct 2026	Friday	7.00pm-10.00pm
30 Oct 2026	Friday	7.00pm-10.00pm
27 Nov 2026	Friday	7.00pm-10.00pm

FEES:

Course Fee:	\$4800.00
Registration Fee:	\$100.00

Material Fee:	\$100.00
Total:	\$5,000.00