



# AI Basic for the Professional

8- 10 September 2026

Kuala Lumpur

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Empower yourself with the foundational knowledge of Artificial Intelligence (AI) and discover how to apply it effectively in your professional role. This practical course is designed for professionals across functions who want to understand what AI is, how it works, and how it can support workplace productivity and innovation. Participants will explore generative AI tools, learn how to engage with AI systems, and develop critical thinking around ethical and responsible AI use. The program promotes digital fluency and builds the confidence to navigate the AI-driven workplace of today and tomorrow.

### Overview

AI is rapidly transforming how businesses operate, making it essential for professionals to develop basic AI literacy. This course introduces key AI concepts and tools in a simple, non-technical way and equips learners to apply AI responsibly in everyday work.

On completion of the course, you will be able to:

- Understand what AI and generative AI are, and how they differ from traditional automation
- Apply AI tools like ChatGPT, Copilot, and image generators to enhance daily productivity
- Recognize ethical considerations and make informed decisions when using AI in professional settings

### Who should attend

This course is suitable for professionals from any industry or department who want to develop a working understanding of AI and apply it practically. No prior technical knowledge is required.

- Executives and managers seeking digital transformation awareness
- Business professionals in marketing, operations, HR, finance, and customer service
- Teams exploring AI-powered tools to improve workplace efficiency
- Individuals preparing for a future-ready, AI-supported career path

### Methodology

This course uses a hands-on, application-focused approach with real-life examples, interactive demos, and guided walkthroughs of popular AI tools. Sessions are designed for immediate relevance to your job, and include group discussions, role-play scenarios, and live experimentation with generative AI. Participants are encouraged to bring their laptops to try out AI tools in real time.

### Trainer

The course is facilitated by a seasoned technology and AI literacy trainer with extensive experience in helping professionals understand and adopt digital tools. The trainer brings a practical, human-first teaching style and has worked with regional organizations to build AI readiness across teams. Participants will benefit from a relatable, jargon-free learning environment that promotes confidence and curiosity.

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### Course Content

#### Module – 1

##### Demystifying Generative AI – What It Is and Why It Matters.

- What makes Generative AI different from traditional AI: creativity vs automation
- How it evolved from rule-based systems to models that can create text, images, and music
- The role of deep learning and neural networks in enabling generative systems
- Examples of tools using Generative AI (e.g., ChatGPT, DALL·E, Midjourney)
- Why Generative AI matters for modern businesses, education, and society

#### Module – 2

##### Exploring Generative Capabilities – From Text to Art.

- Overview of generative capabilities: text generation, code, images, videos, audio
- How large language models (LLMs) and diffusion models work at a high level
- The importance of prompts: understanding prompt-based interaction
- Use case snapshots: chat assistants, AI image tools, video editing with AI
- The difference between generative models and predictive or classification models

#### Module – 3

##### From Data to Content – The Engine Behind Generative AI.

- What kind of data fuels Generative AI (text, image, audio datasets)
- Structured vs unstructured data in the context of content generation
- Pattern recognition and learning through large-scale datasets
- Why quality and diversity of data affect AI outputs
- Basic introduction to "training," "fine-tuning," and "inference"

#### Module – 4

##### Generative AI at Work – Boosting Everyday Productivity.

- Using AI tools to write emails, generate reports, draft content
- AI-assisted brainstorming, slide creation, and meeting transcription
- Real-life tools: ChatGPT for writing, Copilot for coding, AI note-takers
- How to evaluate and refine AI-generated content for accuracy and relevance
- Time-saving vs task-delegation: where AI adds most value

#### Module – 5

##### Responsible Use of Generative AI – Ethics, Risks, and Guardrails.

- Risks of misinformation, hallucinations, and content bias
- Understanding the ethical use of AI-generated content (e.g., attribution, copyrights)
- Importance of human supervision and fact-checking
- What it means to create "trustworthy" AI interactions
- Case scenarios where ethical judgment should override AI outputs

#### Module – 6

##### Your AI-Ready Future – Building Skills for the Generative Era.

- The future of work: how AI is transforming job roles and expectations
- Skills that will remain essential: critical thinking, creativity, communication
- How to stay updated: AI literacy, continuous learning, and responsible experimentation
- Career growth opportunities in prompt engineering, AI operations, and creative AI
- Personal strategies to integrate AI into daily work without losing human touch

