AI Business Practitioner

Empowering A New Way of Working in the AI-Driven Future

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Empowering A New Way of Working

PROGRAM OVERVIEW

Post-pandemic, the way we work has fundamentally changed. Knowledge and competency on how to use Generative AI (Gen AI) has become a must-have skill for individuals and professionals in today's digitally transformed marketplace.

The AI Business Professional course aims to develop Generative AI (Gen AI) the competencies among individuals in the workplace, and with knowledge be able to contextualize its ability to generate human-like synthetic content. The curriculum will cover the roles and responsibilities of an AI Business Professional in today's digital economy. It will also allow participants to learn how to create value by optimizing the use of Gen AI to improve business productivity. Similarly, the course will enable individuals and organizations to develop skills in factoring various risk considerations in the responsible use of Gen AI.

Generative AI has various use cases for optimizing business operations. It can be employed to automate workflows, create innovative products or services, optimize marketing campaigns, and even predict trends. The course incorporates lots of hands-on practice, demonstrations, and case studies to provide participants with a deeper understanding of how the technology can be applied in different organizational contexts.

Throughout the program, participants will develop competencies as AI business professionals. They will understand the capabilities of generative AI, learn how to add value using Generative AI such as ChatGPT, Google's Bard, and the Microsoft co-pilot, and obtain the skills needed to conduct due diligence for privacy, security, and ethical considerations in AI.

PROGRAM OBJECTIVES

1. Gain an understanding and perform the roles and responsibilities of an AI Business Professional in today's digital economy.

2. Acquire knowledge of Generative AI and its value in increasing business productivity.

3. Create value with generative AI apps using popular tools to generate content.

4. Understand considerations in governing the acceptable use of Generative AI.

5. Develop skills in conducting due diligence to identify risks in the use of Generative AI.

PROGRAM SCHEDULE

FACE-TO-FACE On Campus
June 24, 25, 2025
(8:30 AM-5:00 PM)

PROGRAM FEE

PHP 25,990.00 or USD 467.82*
*The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested in availing of early bird/group discount or discuss payment terms.

YOUR PROGRAM FACULTY

Edwin C. Concepcion
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit https://go.aim.edu/seellinquiries
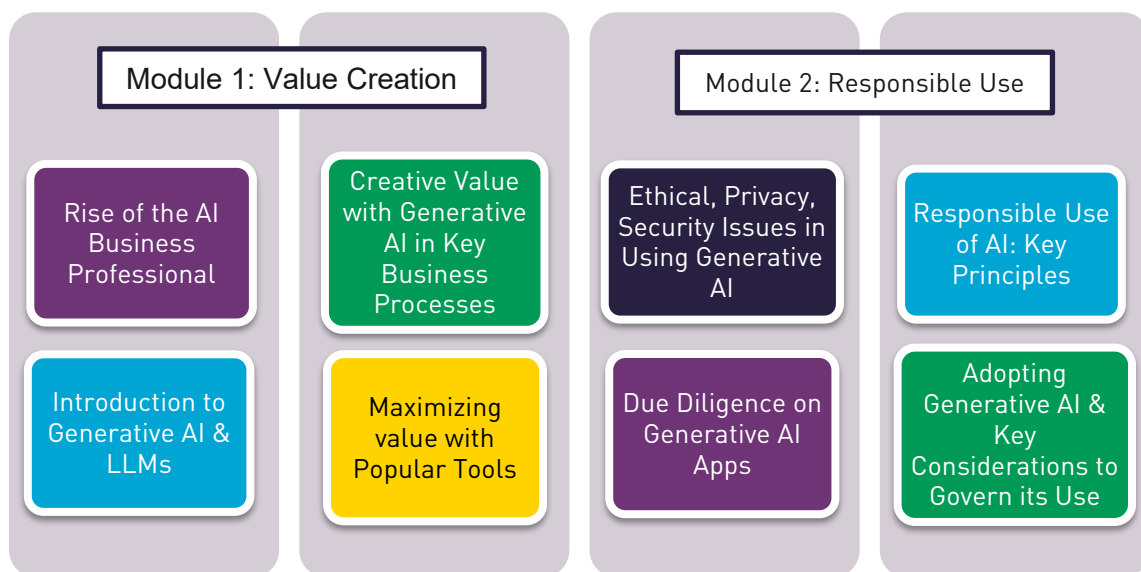

FOR INQUIRIES:
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AACSB ACCREDITED

WHAT YOU WILL LEARN

1. Understanding of Generative AI and its difference from other types of AI including its learning model.
2. Different types of Generative AI including text, audio, image, and video generation.
3. Benefits of using Generative AI in an organizational context.
4. Hands-on experience in generating various outputs using Generative AI software.
5. Ethical considerations in Generative AI.

Learning Content

Module 1: Value Creation		Module 2: Responsible Use	
Rise of the AI Business Professional	Creative Value with Generative AI in Key Business Processes	Ethical, Privacy, Security Issues in Using Generative AI	Responsible Use of AI: Key Principles
Introduction to Generative AI & LLMs	Maximizing value with Popular Tools	Due Diligence on Generative AI Apps	Adopting Generative AI & Key Considerations to Govern its Use

KEY BENEFITS

Well-Structured Program and World-Class Faculty:

The course offers a venue for high-impact learning with real-time, experiential, and interactive sessions (may be online or face-to-face). Participants will learn from AIM's world-class faculty and its network of industry leaders and practitioners.

Gain a Holistic Business Perspective and Deeper Understanding of Generative AI:

The program helps business professionals and individuals develop a broader business perspective and a deeper understanding of the benefits of using Generative AI and linkages between increasing productivity in the organization, from Finance, Sales, Marketing, Customer Service, Human Resources, and Operations among others.

Enhanced Generative AI Governance Skills:

The program enhances the participants' capability to lead and manage in a cross-functional setting, governing the responsible use of Generative AI to improve work productivity.

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WHO SHOULD ATTEND

- Individuals using Generative AI
- Business Innovators
- Digital Transformation Professionals
- Digital Entrepreneurs
- Business Leaders
- Data Protection Officers
- Data Governance Professionals
- Risk and Compliance Officers

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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Participants will also earn **One (1)** unit which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at https://executiveeducation.aim.edu

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