



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

FT EXECUTIVE
EDUCATION
2025 RANKING

Application of Gen AI in Digital Transformation

Reimagining Digital with Gen AI



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PROGRAM OVERVIEW

This program is designed for professionals across all industries seeking to harness the transformative power of generative AI in business productivity. Through a focused two-day module, participants will explore how generative AI is reshaping familiar business processes by automating repetitive tasks and boosting overall efficiency.

The course covers practical applications in presentations, document creation, and productivity software, along with ethical considerations and software adoption strategies. Practical, hands-on sessions enable participants to develop AI integration proposals tailored for their organizations. The program equips attendees with the knowledge and tools to streamline workflows, improve collaboration, and accelerate business goals responsibly using AI.

Key outcomes include improved efficiency, better decision-making, and understanding of the ethical and strategic aspects of AI adoption to drive competitive advantage.

PROGRAM OBJECTIVES

By the end of this program, participants will be able to:

- Identify and explain the top 10 ways generative AI enhances business productivity.
- Understand and appreciate generative AI as a virtual collaborator transforming daily tasks and business workflows.
- Describe practical applications of generative AI across key business functions including marketing, finance, and operations.
- Comprehend real-world use cases of generative AI that drive productivity improvements.
- Demonstrate effective use of generative AI tools to perform common business tasks efficiently.

PROGRAM FEE

PHP 25,000 or approximately USD 450*

**Final USD amount may vary based on the exchange rate at the time of payment.*

Interested in early bird or group discounts?

We'd be happy to discuss flexible payment terms with you—just let us know!



FOR INQUIRIES:

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KEY BENEFITS

- **Enhanced Productivity:** Learn how to leverage generative AI to automate repetitive tasks and streamline business processes, saving time and effort.
- **Practical AI Skills:** Gain hands-on experience with the latest AI tools applicable to presentations, document creation, and productivity software.
- **Informed Decision-Making:** Acquire frameworks to evaluate and adopt AI software solutions that best fit your business needs.
- **Ethical Awareness:** Understand the ethical implications and responsible usage practices to ensure trustworthy AI implementation.
- **Strategic Advantage:** Develop a customized AI integration proposal to drive innovation and competitive edge in your organization.

LEARNING CONTENT

Day 1

Section 1:
Introduction to Generative AI for business productivity

Section 2:
Generative AI in Presentations

Section 3:
Generative AI in Document Creation and management

Section 4:
Generative AI and Productivity Suite of Software

Day 2

Section 5:
Ethical considerations in using Generative AI

Section 6:
Evaluating and adopting new software using Generative AI

Section 7:
Hands on – Putting together a Proposal for Gen AI

WHO SHOULD ATTEND

The program is intended for founders, family business owners, next generation leaders, and professionals employed by a family business

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YOUR PROGRAM FACULTY



Edwin Concepcion

Country Manager
Straits Interactive Pte Ltd

Edwin Concepcion is the Country Manager of Straits Interactive Pte Ltd in the Philippines. Edwin is a Fellow of Information Privacy from the International Association of Privacy Professionals. He is a Certified Information Privacy Manager (CIPM), Certified Information Privacy Technologies (CIPT), and Certified Information Privacy Professional / Europe / US (CIPP/E/U).

Edwin is a Certified PECB Trainer for ISO/IEC 27701 (PIMS), ISO/IEC 27001 (ISMS), and ISO 37301 (CMS). Before delving into the privacy and data protection field, Edwin spent over 20 years in the IT industry.



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