Introduction

The Enterprise AI Practitioner program, sponsored by the Axiata Foundation and the Ministry of Finance (MOF) through the Matching Grant under Budget 2025, aims to bridge the gap between business professionals and artificial intelligence.

This program empowers participants to adopt, apply, and scale AI responsibly across various functions, from data-driven decision-making to enterprise-wide transformation.

Delivered by the Center of Applied Data Science (CADS AI), the program is designed to develop the next generation of AI-literate practitioners, equipping them to excel in the era of intelligent automation.

Program Outcomes

By the end of the program, participants will:

- Gain hands-on data analytics and AI literacy applicable to business contexts.

- Build interactive dashboards and insightful narratives using Excel and Power BI.

- Understand ethical AI principles and regulatory best practices.

- Be job-ready for data-driven roles such as Data Analyst, Business Intelligence Associate, or AI Practitioner.

Who this course is for

Eligibility Criteria

Malaysian citizens aged 21–30 years old.

Diploma or Bachelor's Degree in any field.

Monthly household income ≤ RM4,850 (B40).

Must not have received scholarships or financial aid from other agencies.

- Fully Sponsored Certification Program
- Job-ready within 1–2 months
- Job Placement Assistance Included
- Industry-recognized Certification

Program Highlights: :

- Fully funded (no fees, no guarantor)
- Certificate recognized by industry & MBOT
- Job placement opportunities available

Program Delivery

- Mode: Online (self-paced + virtual sessions)

- Capstone & Bootcamp: Physical (Menara PKNS, Petaling Jaya)

- Instructor: Muhammad Shahriel Hanifah , Syahryl Bin Mohamad Serkawini & Hadia Yousaf.

- Duration: 11 Days

- Prerequisite: None

Program Details :

- Application Period: 1 Nov 2025 - 12 Dec 2025
- Axiata Interview: 25 Nov 2025 - 19-Dec 2025
- Onboarding to CADS AI Platform: 19 Dec 2025 - 14 Jan 2026
- Program Duration: 14 Jan 2026 - 13 Feb 2026

Important:

Participants must complete the entire program as per the above dates.
This is a non-working (full-time) program during the training period.

What you'll learn

Lesson title	Learning outcomes
Module 1: Fundamentals of Big data Analytics and its various business application , combined with leadership and presentation skills **(1 Day)** **Mode: Online & E-Learning**	• Understand what Big Data, AI, and Machine Learning mean in a business context. • Recognize how data-driven decisions improve business performance. • Appreciate the importance of leadership, data culture, and collaboration in digital transformation. **Key Topics** • Evolution of Data & AI in the Enterprise. • Introduction to the Data Value Chain. • Data Sources, Quality, and Governance. • Use Cases: How Data Drives Business Impact. • Storytelling for Leaders: Communicating Data Insights. **Practical Activities** • Identify real-world business problems that can be solved with data. • Group discussion: "From Gut Feel to Data-Driven Decisions."

Lesson title	Learning outcomes
Module 2: Foundational Visualization Excel, Dashboard Visualization. **(2 Days)** **Mode: self-paced + virtual sessions**	• Build analytical proficiency using Microsoft Excel. • Learn techniques for cleaning, transforming, and exploring datasets. • Develop interactive dashboards for performance monitoring. **Key Topics** • Data Preparation: Cleaning & Validation Techniques. • Statistical Functions: Mean, Median, Mode, Variance, Correlation. • Excel Tables, Named Ranges, and Data Automation. • Visualization Techniques (Charts, Conditional Formatting). • PivotTables and PivotCharts for Aggregated Analysis. **Practical Activities** • Hands-on exercises: sales and operations datasets. • Build an interactive dashboard using PivotTables & slicers.

What you'll learn

Lesson title	Learning outcomes
Module 3: Data Visualsation For Business Inteli **(1 Day)** **Mode: self-paced + virtual sessions**	• Transform raw data into interactive dashboards using Microsoft Power BI. • Integrate data from multiple sources for unified analysis. • Create KPIs and DAX measures to track business performance. **Key Topics** • Power BI Interface & Data Importation. • Data Modeling: Relationships, Hierarchies, and DAX. • Designing Interactive Reports. • Power BI Service: Publishing and Collaboration. **Practical Activities** • Build a Sales and Marketing Dashboard in Power BI. • Add drill-downs and interactive visual filters.
Lesson title	**Learning outcomes**
Module 4: Data Storytelling **(2 Days)** **Mode: self-paced + virtual sessions**	• Translate analytical results into compelling narratives. • Use storytelling to influence decision-making. • Combine visuals and insights to drive strategic communication. **Key Topics** • Anatomy of a Data Story (Who, What, How). • Cognitive Psychology of Data Interpretation. • Designing Storyboards and Infographics. • Narrative Structuring for Business Presentations. **Practical Activities** • Case Study: "Transforming Numbers into Narratives." • Workshop: Build a storyboard for an executive report.

What you'll learn

Lesson title	Learning outcomes
Module 5: Prompt Engineering **(1/2 Day)** **Mode: self-paced + virtual sessions**	• Master the fundamentals of interacting with AI models (ChatGPT, Copilot, Gemini). • Design effective prompts for data analysis, report generation, and automation. • Understand and mitigate AI hallucinations and biases. **Key Topics** • How Large Language Models (LLMs) Work. • Crafting Prompts for Clarity, Accuracy, and Creativity. • Chain-of-Thought Prompting and Iterative Refinement. • AI Ethics and Bias Detection. **Practical Activities** • Hands-on prompt writing for real tasks (report generation, data summary). • AI productivity hacks using Copilot and ChatGPT.
Lesson title	**Learning outcomes**
Module 6: Responsible AI **1/2 Day)** **Mode: self-paced + virtual sessions**	• Build awareness of ethical and governance challenges in AI use. • Learn frameworks for responsible AI deployment. • Apply fairness, accountability, and transparency principles in AI projects. **Key Topics** • Responsible AI Principles (Fairness, Privacy, Transparency). • AI Governance and Regulatory Trends. • Bias Detection and Mitigation Strategies. • Case Studies: Ethical Failures and Lessons Learned. **Practical Activities** • Group exercise: "Design a Responsible AI Charter." • Role-play: handling ethical dilemmas in AI decision-making.

What you'll learn

Lesson title	Learning outcomes
Module 7: Capstone **(1 Day)**	• Integrate all learned concepts into a real-world analytics solution. • Present data insights effectively to a management audience.
Mode: Capstone & Bootcamp: Physical (Menara PKNS, Petaling Jaya)	**Key Topics** • End-to-End Project Execution (From Data to Decision). • Project Planning, Roles, and Deliverables. • Effective Visualization & Presentation of Results.
	Practical Activities • Participants work on an assigned dataset related to business or social impact. • Develop Power BI dashboards and a short executive report.

Lesson title	Learning outcomes
Module 8: Bootcamp & Industry Challenge **(3 Days)**	• Apply all acquired data and AI skills to an industry case challenge. • Collaborate in cross-functional teams. • Pitch analytical insights and recommendations to industry experts.
Mode: Capstone & Bootcamp: Physical (Menara PKNS, Petaling Jaya)	**Key Topics** • Real-World Case Challenge Briefing. • Team Collaboration & Mentorship. • Presentation Techniques and Executive Communication. • Industry Panel Evaluation and Feedback.
	Practical Activities • 48-hour team challenge using real or simulated datasets. • Pitch presentation to industry judges..

Participants Testimonials

> **I didn't know that Big Data itself is huge. At least I know how to optimize and utilize data better now!**
>
> Nur Amira Binti Zamri
> Executive,Culture & Engagement , UMW

> **Love the graphics and animation, information is bite-sized, the content is relevant to the current industry trend. Thank you! 5 stars.**
>
> Huwaina Farizal
> Student, Universiti Kebangsaan Malaysia (UKM)

> **Positive, impactful and helpful for talents to apply skills and techniques of better analyzing, preparing and presenting data to the relevant stake holders of the business.**
>
> Anonymous
> Kian Joo Group

> **Learned about Cloud, Hadoop ecosystem HDFS, Managing Big Data Software helped me to enhance my knowledge & improve my skills in order to enroll myself into future projects.**
>
> Sri Thiba Nathan
> RHB

42 CPD HOURS

For the members of the Malaysian Board of Technologists (MBOT), 42 CPD hours will be awarded upon completion of the Enterprise Data Practitioner (EDP) certification course.