



Professional **MBA** in **Applied Artificial Intelligence (MaAI)**

Objectives

- Provide a structured academic pathway for industry practitioners to obtain a professional MBA.
- Offer blended learning options (online, modular, and in-person workshops) to suit working professionals.
- Recognize prior experience and learning (RPEL) and industry experience as part of the qualification process.
- Align with international industry and education standards

Target Audience:

- AI Practitioners and Technologists who want structured, practical mastery over tools such as ChatGPT, Copilot, Notion AI, Power BI, and no-code ML platforms
- Data Analysts and Business Intelligence Professionals seeking to enhance their skillset with AI automation and dashboarding tools.
- Automation Specialists and Process Designers interested in AI integration for workflow efficiency and intelligent automation.
- Early-career Professionals in Tech, Business, or Engineering aiming to build a career in applied AI across industries.
- Entrepreneurs and Start-up Founders developing AI-powered products, services, or business models.
- Corporate Staff working in marketing, HR, operations, or customer service functions who wish to automate, optimize, and innovate with AI tools.

Core Topics

AIM101: AI Strategy & Digital Transformation for Businesses

Establishes a strategic mindset by exploring AI's role in driving digital transformation and managing organizational change.

AIM102: AI Ethics, Policy & Governance

Guides learners through responsible AI development, addressing ethical risks, data privacy, and governance frameworks.

AIM201: Applied Machine Learning for Business

Provides practical exposure to no-code ML platforms for data-driven decision-making in marketing, finance, and operations.

AIM202: Generative AI Productivity & Content Creation

Unlocks productivity through ChatGPT, Canva AI, and Suno, while incorporating business-focused prompt engineering.

AIM203: AI in Marketing, HR, and Customer Service

Applies AI in enhancing personalization, talent management, and automated service delivery across key departments.

AIM204: Data Visualization & AI Dashboards

Empowers participants to communicate strategic insights through dashboards using Tableau and Power BI.

AIM205: Prompt Engineering & Automation Tools

Introduces prompt design and automation using ChatGPT, Copilot, Notion AI, and Zapier.

AIM301: AI Innovation, Entrepreneurship & Business Model Design

Fosters innovative thinking and business model creation using design thinking and AI technologies.

Agile Prototyping for AI

The Professional MBA in Applied AI is a **non-MQA professional development programme designed for working professionals seeking to enhance their technical and application skills while continuing their current careers.** The programme adheres to high professional standards and adopts a business-oriented, practice-driven approach. It is formally approved by the University Senate

Duration

1 to 9 months

depending on the applicant's prior coaching experience and eligibility for Recognition of Prior Experiential Learning (RPEL).

Delivered by **Razlinda binti Rahmat**



Razlinda is an accomplished AI educator and lead trainer with over 15 years of experience delivering accessible, hands-on AI training across government, corporate, and academic sectors. As CEO of Neuramerge Sdn Bhd, she spearheads nationwide programs focused on generative AI, content automation, and digital transformation.

She has delivered over 300 AI-focused workshops and courses, training thousands of professionals in tools such as ChatGPT, DALL-E 3, Midjourney, Suno, CapCut, and Perplexity AI. Her work supports structured AI adoption in marketing, operations, and business process automation, with customized pathways for SMEs, public institutions, and youth-led initiatives.

Razlinda is recognized for her ability to simplify complex AI concepts, build industry-relevant curricula, and empower professionals to integrate AI effectively into daily workflows and innovation strategies.

Entry Requirements



Diploma with minimum 5 years of management experience or Bachelor's Degree with minimum 3 years of management experience



Any other qualifications with working experience approved by the University Senate



Proficiency in English

Recognition of Prior Experiential Learning (RPEL)

Participants may be awarded credits and exemption through the Recognition of Prior Experiential Learning (RPEL), based on the evaluation of their past work experience and achievements. In some cases, participants may only receive exemptions for certain modules. To qualify, participants must have at least 5 years of relevant management experience. A thorough portfolio review and a panel interview will be conducted as part of the assessment process.



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