

Upskill for the AI Era

Exclusive AI & GenAI Programmes for SMU Alumni



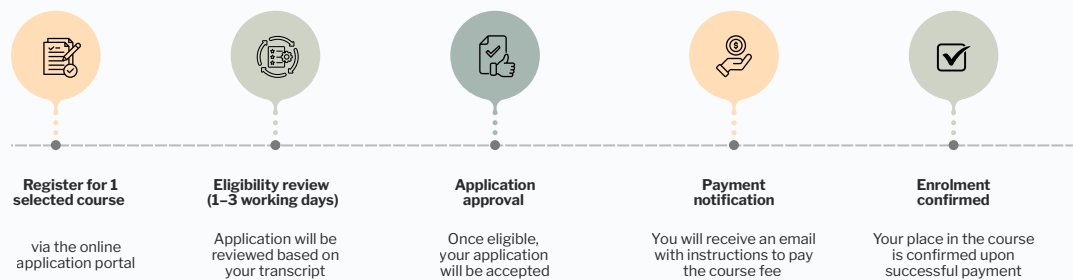
As part of a national initiative by the Ministry of Education, Institutes of Higher Learning are expanding access to Artificial Intelligence (AI) Continuing Education and Training (CET) programmes for alumni. Under this initiative, SMU Academy has curated six practical AI programmes to help SMU alumni build relevant capabilities for today's workplace.

Whether you are strengthening your AI foundations, exploring generative AI or applying AI strategically in your role, each programme is designed to support confident and effective use of AI.

Eligible SMU alumni who are Singapore Citizens or Permanent Residents may enrol in one of the six selected programmes at a discounted fee of S\$50 (before GST), redeemable once per alumnus.

To learn more about the national initiative, read more [here](#).

APPLICATION PROCESS



FEATURED AI PROGRAMMES





Responsible Use and Ethical Management of Generative AI

OVERVIEW

In a few short months, Generative Artificial Intelligence (GenAI) has become a very hot topic. Looking beyond the hype, GenAI is a groundbreaking technology, enabling novel capabilities as it moves rapidly into the enterprise world. As enterprises adopt GenAI, they must simultaneously mitigate inherent risks in areas such as ethics, bias, transparency, privacy and regulatory requirements.

This programme delves deep into the many complexities surrounding GenAI ethics. At the end of the course, participants will develop a solid understanding of the ethical considerations surrounding GenAI and be well-prepared to tackle the challenges associated with its use in organisations.

LEARNING OBJECTIVES

At the end of the 2-day course, participants will be able to:

- Describe the ethical principles that guide the ethical and responsible use of Generative Artificial Intelligence (GenAI)
- Analyse the impact of GenAI on society, including issues related to fairness, bias, privacy and security
- Identify potential ethical issues and challenges associated with GenAI in various industries and applications
- Distinguish between different ethical frameworks and apply them to real-world scenarios
- Develop strategies to mitigate the ethical risks of using GenAI in their organisations
- Collaborate with stakeholders to implement ethical and responsible practices for GenAI within their organisations

ASSESSMENT

There will be an assessment conducted at the end of the course. The mode of assessment, which is up to the trainer's discretion, may be an online quiz, a presentation or based on classroom exercises. Participants are required to attain a minimum of 75% attendance and pass the associated assessment in order to receive a digital Certificate of Completion issued by SMU Academy.

TRAINERS



Celine Chew

Head of Learning and Development
Straits Interactive



Kevin Shepherdson

CEO & Founder
Straits Interactive



Sam Williams

Head of Learning and Development
Straits Interactive

Fees

SGD54.50 (including GST)

Intake Date and Duration

- 1 & 2 Oct 2026
- 2 days, weekdays (9am - 6pm, In-person)

Who Should Attend

- Heads of Departments with Governance, Risk, and Compliance (GRC) roles (audit, risk, compliance)
- Data Protection Officers/ Compliance Managers with data protection responsibilities
- Managers in the corporate or public sector involved in digital transformation
- Professionals using Generative Artificial Intelligence (GenAI) tools in their work

Intake Information

For enquiries, email masters.academy@smu.edu.sg

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PROGRAMME PARTNER:





Application of Generative AI in Learning Management

OVERVIEW

One of the most prominent applications of Generative Artificial Intelligence (GenAI) in learning is the automation of content creation for digital learning materials. By leveraging GenAI, developers can create new content and learning materials, drawing on existing resources such as audio recordings, video clips, images and simulations. This allows educational institutions, corporate learning and development units, and businesses to develop customised learning experiences without manual coding or rapid editing.

Ultimately, GenAI can streamline creating and improving digital learning materials, allowing educators to focus on more meaningful tasks such as assessing learning outcomes and providing personalised instruction.

LEARNING OBJECTIVES

At the end of the 2-day course, participants will be able to:

- Understand the basics of GenAI and how it can be used in learning management
- Leverage GenAI in areas such as training materials, curriculum development and assessment
- Personalise GenAI using different criteria such as different age groups, subject matter, scenarios and case studies
- Understand ethical considerations and responsible use of GenAI in learning management

ASSESSMENT

There will be an assessment conducted at the end of the course. The mode of assessment, which is up to the trainer's discretion, may be an online quiz, a presentation or based on classroom exercises. Participants are required to attain a minimum of 75% attendance and pass the associated assessment in order to receive a digital Certificate of Completion issued by SMU Academy.

TRAINERS



Celine Chew
Head of Learning and Development
Straits Interactive



Kevin Shepherdson
CEO & Founder
Straits Interactive



Sam Williams
Head of Learning and Development
Straits Interactive

Fees

SGD54.50 (including GST)

Intake Date and Duration

- 8 & 9 Oct 2026
- 2 days, weekdays
(9am - 6pm, In-person)

Who Should Attend

- Managers in the corporate or public sector involved in digital transformation
- Data Protection and Data Governance Officers
- Compliance and Risk Officers
- Executives looking to use GenAI responsibly especially in Human Resource (HR), Learning and Development, etc.
- Trainers, Curriculum Designers, Educators

Intake Information

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**PROGRAMME
PARTNER:**



Artificial Intelligence Architecture for the Modern Enterprise

OVERVIEW

Design scalable, enterprise-ready Artificial Intelligence (AI) architectures that align technology with business strategy. The programme provides a comprehensive overview of AI architecture for the modern enterprise, covering both the strategic and technical aspects needed to design and implement scalable AI solutions.

Participants will learn how to bridge the gap between business needs and technological capabilities, with a focus on the end-to-end lifecycle of an AI project, from data ingestion to model deployment. Key topics include enterprise architecture, data management pipelines, machine learning and large language models (LLMs), as well as emerging concepts such as AI factories and agent tools. Participants will apply AI architecture concepts to practical business scenarios through interactive discussions, case studies, and hands-on exercises.

LEARNING OBJECTIVES

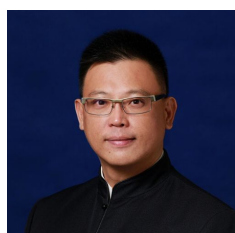
At the end of the 4-day course, participants will be able to:

- Develop an AI strategy aligned with business goals and technical requirements
- Understand the role of an AI Architect and how it differs from CIOs, CTOs, and Solutions Architects
- Design and manage end-to-end data and machine learning pipelines
- Apply best practices for scalable data architectures, including Data Lakes, Data Warehouses, and Datamarts
- Evaluate and select suitable AI technologies, tools, and architecture frameworks
- Understand machine learning, LLMs, and their business applications
- Build scalable enterprise AI systems using an AI Factory framework
- Leverage AI agents and agent tools to automate complex tasks and workflows

ASSESSMENT

There will be an assessment conducted at the end of the course. The mode of assessment, which is up to the trainer's discretion, may be an online quiz, a presentation or based on classroom exercises. Participants are required to attain a minimum of 75% attendance and pass the associated assessment in order to receive a digital Certificate of Completion issued by SMU Academy.

TRAINER



Tan Choon Ngee

*Group Chief Executive Officer
aZaaS Pte Ltd*

Fees

SGD54.50 (including GST)

Intake Date and Duration

- 8 & 9 Oct 2026
(6.30pm - 10.30pm, In-Person)
- 10 Oct 2026
(9am - 6pm, In-Person)
- 11 Oct 2026
(9am - 6pm, Online)

Who Should Attend

- AI Architects
- Solution Architects
- Chief Information Officers (CIOs)
- Chief Technology Officers (CTOs)
- Business Leaders seeking to design, manage, and deploy enterprise AI systems

Intake Information

For enquiries, email
masters.academy@smu.edu.sg

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Smarter Business with Artificial Intelligence: Hands-On Tools for Small and Medium Enterprises

OVERVIEW

In a world where business runs on data, many Small and Medium-sized Enterprises (SMEs) hesitate to adopt Artificial Intelligence (AI) due to concerns about privacy, cost, and limited technical expertise. Yet AI can streamline everyday tasks, from processing invoices and contracts to summarising emails and extracting key business insights.

This beginner-friendly programme equips participants with practical, privacy-preserving AI tools for business use. Participants will learn to deploy local Large Language Models (LLMs) and on-premise AI solutions to securely process documents within their own Information Technology (IT) environment.

Through hands-on learning and real-world case studies, participants will learn basic Python for document processing, apply Natural Language Processing (NLP) techniques, and build low-code workflows using Power Automate Desktop (PAD).

Key topics include local LLM deployment, privacy-preserving AI workflows, information extraction, text summarisation, and Named Entity Recognition (NER), applied through practical SME scenarios such as analysing invoices, interpreting contracts, and automating document-heavy processes across finance, operations, and compliance.

LEARNING OBJECTIVES

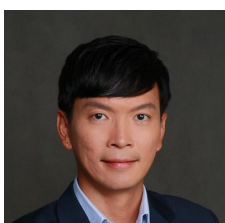
At the end of the 3-day course, participants will be able to:

- Identify practical AI opportunities and limitations for SME operations
- Understand how local AI can automate document-intensive workflows across business functions
- Deploy local Large Language Models (LLMs) to securely automate routine document processing
- Apply AI while maintaining data privacy, compliance, and organisational control
- Use Python to extract and structure data from business documents
- Build low-code automation workflows using Power Automate Desktop (PAD)
- Integrate Python, LLMs, and Robotic Process Automation (RPA) to create end-to-end intelligent automation solutions
- Confidently implement LLM-powered automation within their organisation while ensuring privacy and compliance

ASSESSMENT

There will be an assessment conducted at the end of the course. The mode of assessment, which is up to the trainer's discretion, may be an online quiz, a presentation or based on classroom exercises. Participants are required to attain a minimum of 75% attendance and pass the associated assessment in order to receive a digital Certificate of Completion issued by SMU Academy.

TRAINER



He Jianzhong

*Adjunct Faculty
Singapore Management University (SMU),
School of Accountancy*

Fees

SGD54.50 (including GST)

Intake Date and Duration

- 15, 16 & 17 Oct 2026
- 3 days, weekdays and Saturday
(9am - 6pm, In-person)

Who Should Attend

- Business Analysts
- Operations Managers
- Finance, Accounting, Legal, and Compliance Professionals handling document-intensive workflows

Intake Information

For enquiries, email
masters.academy@smu.edu.sg

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Physical Artificial Intelligence in the Real World: Transforming Work and Everyday Life for Businesses

OVERVIEW

Understand and apply Physical Artificial Intelligence (AI) to real-world business operations without technical expertise. Physical AI is becoming a part of everyday life. From smart home devices and workplace automation to delivery robots and AI-powered sensors. But what does it really mean for business? And how can working professionals understand and apply physical AI without technical expertise?

Designed for business professionals with no prior background in AI or robotics, the programme explores how Physical AI is transforming modern operations through technologies such as computer vision, smart sensors, and edge devices. Participants will examine real-world applications, including automated checkout, quality inspection, safety monitoring, energy optimisation, predictive maintenance, and inventory optimisation.

Participants will also take part in a simple yet powerful hands-on lab using Google Teachable Machine, where they will train a simple computer vision model with just a laptop and webcam. By the end of the course, participants will gain clear insight into how Physical AI systems sense, think and act in the real world and where they can add value to organisations, all without any coding or technical background.

LEARNING OBJECTIVES

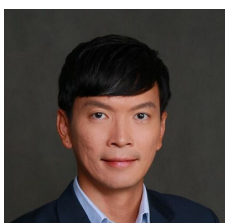
At the end of the 2-day course, participants will be able to:

- Understand the fundamentals of Physical Artificial Intelligence (AI) and how intelligent systems think and act
- Explore how Physical AI systems perceive their environment, make decisions and support business operations
- Recognise real-world workplace applications such as automated checkout, quality inspection, safety monitoring and predictive maintenance
- Identify the key steps involved in training a simple computer vision model using Teachable Machine
- Identify business opportunities enabled by smart devices, sensors, and AI-driven physical systems
- Interpret how data and decisions flow through Physical AI systems
- Compare different types of Physical AI solutions for business use
- Understand safety, ethics, and governance considerations in deploying Physical AI

ASSESSMENT

There will be an assessment conducted at the end of the course. The mode of assessment, which is up to the trainer's discretion, may be an online quiz, a presentation or based on classroom exercises. Participants are required to attain a minimum of 75% attendance and pass the associated assessment in order to receive a digital Certificate of Completion issued by SMU Academy.

TRAINER



He Jianzhong

*Adjunct Faculty
Singapore Management University (SMU),
School of Accountancy*

Fees

SGD54.50 (including GST)

Intake Date and Duration

- 22 & 23 Oct 2026
- 2 days, weekdays
(9am - 6pm, In-person)

Who Should Attend

- Logistics & Retail
Operations/ Facilities
Managers
- Supply Chain Managers
- Quality Assurance
Managers/ Engineers
- Smart Building
Consultants
- Operations Directors
- Process Engineers

Intake Information

For enquiries, email
masters.academy@smu.edu.sg

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Enhancing Problem-Solving Skills & Critical Thinking in the Age of Artificial Intelligence

OVERVIEW

Strengthen critical thinking and decision-making by integrating Artificial Intelligence (AI) into everyday professional judgement. In a rapidly evolving digital landscape, AI is transforming how individuals and organisations think, decide, and act. While some may worry that AI could weaken independent thinking, the real opportunity lies in combining critical thinking with AI-assisted insights. Used well, AI can enhance rather than replace human judgement, making critical AI-enabled thinking become a key competency for success in business, technology, and leadership.

This programme explores how AI can be used to enhance problem-solving, creativity, and decision-making, while also addressing the cognitive challenges of working with complex data and intelligent systems. Participants will learn how to integrate AI into their thinking processes, balance technology with human intuition, and maintain focus and creativity in a data-rich world.

LEARNING OBJECTIVES

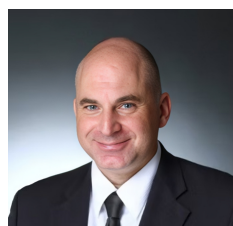
At the end of the 2-day course, participants will be able to:

- Understand how Artificial Intelligence (AI) supports and enhances critical thinking and decision-making
- Identify practical applications of AI for business problem-solving and innovation
- Recognise cognitive challenges such as decision fatigue and information overload, and develop strategies to manage them effectively
- Use AI tools to analyse data, simulate business scenarios, and uncover insights
- Learn how to balance AI's analytical strengths with human creativity, ethics, and judgment
- Explore AI as a cognitive coach to improve self-awareness and reflective decision-making
- Develop strategies to integrate AI into organisational processes for smarter, more informed outcomes

ASSESSMENT

There will be an assessment conducted at the end of the course. The mode of assessment, which is up to the trainer's discretion, may be an online quiz, a presentation or based on classroom exercises. Participants are required to attain a minimum of 75% attendance and pass the associated assessment in order to receive a digital Certificate of Completion issued by SMU Academy.

TRAINER



Derek Ariss

*Head of Innovation Education
INNOVENTIEM*

Fees

SGD54.50 (including GST)

Intake Date and Duration

- 18 & 19 Nov 2026
- 2 days, weekdays
(9am - 6pm, In-person)

Who Should Attend

- Operations Managers
- Strategic Planners
- Product Managers
- Business Analysts
- Risk Managers
- Human Resource Directors
- Learning and Development Specialists

Intake Information

For enquiries, email
masters.academy@smu.edu.sg

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TERMS & CONDITIONS

The discounted course fee of S\$50 before GST ("Discounted Fee") applies only to the six designated Artificial Intelligence Continuing Education and Training programmes offered by SMU Academy (SMUA) under this initiative ("Selected Programmes").

1. The Discounted Fee is available only to SMU alumni who are Singapore Citizens or Permanent Residents and who meet the applicable eligibility and admission requirements.
2. Each eligible SMU alumnus or alumna may enjoy the Discounted Fee once, for one Selected Programme only.
3. The Discounted Fee is personal to the eligible applicant and is non-transferable. It may not be sold, assigned, exchanged or used for the benefit of another person.
4. The Discounted Fee has no cash value, is not redeemable or exchangeable for cash, and cannot be exchanged for any other benefit, entitlement or course credit.
5. Applicants must submit a copy of their official Singapore Management University (SMU) transcript for eligibility verification.
6. Submission of an application does not guarantee admission to or confirmation of a place in a Selected Programme.
7. Successful applicants will receive a payment notification email less than 60 days, and again at least 10 days, before the course commencement date. Please follow the instructions in the email to complete your payment to confirm your course enrolment.
8. Payment must be made within the period stated in the payment email. A place in the Selected Programme is confirmed only after payment has been successfully received and a confirmation has been issued by SMUA.
9. The Discounted Fee must be applied during the registration process and cannot be applied retrospectively after payment has been made.
10. The Discounted Fee may be used only for a Selected Programme offered under this initiative. It cannot be used for any other programme offered by SMUA or SMU.
11. Each selected Programme will have one designated intake available under this initiative. Requests to transfer to another intake, class, schedule or non-designated course offering will not ordinarily be permitted, unless approved by SMUA's Management.
12. The Discounted Fee cannot be used together with any other credit, subsidy, grant or funding support, including SkillsFuture Credit or the Post-Secondary Education Account.
13. If a participant withdraws from, is absent from or does not complete the Selected Programme, the participant will be treated as having used the one-time benefit, and the Discounted Fee will not be reinstated, replaced or offered for another programme or intake.
14. Notwithstanding Clause 13, SMUA may consider requests arising from exceptional circumstances, including substantiated medical grounds, compassionate grounds or National Service obligations. Such requests will be assessed on a case-by-case basis, and supporting documents may be required. SMUA's decision will be final.
15. Any withdrawal, deferment, transfer, refund or course cancellation will also be subject to SMUA's applicable policies.
16. Where applicable to the Selected Programme, participants must achieve at least 75% attendance and pass the relevant course assessment to receive a Certificate of Completion from SMUA.
17. Participants will be notified by email once their digital certificate has been issued. The certificate will be accessible through the SMUA's Student Portal and, where applicable, through the Skills Passport, subject to the relevant platform's processing requirements and timelines.
18. SMUA reserves the right to verify an applicant's eligibility and to reject any application that does not satisfy the eligibility requirements, admission criteria or these Terms and Conditions.



SMU Academy
Singapore Management University
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