

Course Lineup in 2026

ACE Course	Faculty	Description	Date**	Course Fee (excluding SST)	#Transferable Credits*
<u>AI for Business Leaders</u> <i>Strategic Leadership in the Age of AI</i>	<u>Professor Shien Jin Ong</u>	Empower strategic growth by leveraging AI technologies like neural networks, transformers, and LLMs. Tackle business challenges with practical tools, foster collaboration with technical teams, and lead responsibly with a focus on ethics and real-world applications.	Video available from: Dec 22, 2025 Live Sessions: Session 1: Jan 10 Session 2: Jan 17 Session 3: Jan 31 Session 4: Feb 14 9:00 AM – 5:00 PM (GMT+8)	RM 8,500	1.5
<u>Quantitative Methods</u> <i>Data-Driven Decisions, Powered by AI</i>	<u>Associate Professor Samuel Flanders</u>	Develop quantitative expertise to tackle business challenges with techniques like optimization and regression. Leverage foundational mathematics for data-driven decision-making, enabling strategic insights and impactful solutions in complex scenarios.	Video available from: Jan 5 Live Sessions: Session 1: Jan 24 Session 2: Feb 7 Session 3: Feb 28 Session 4: Mar 28 Session 5: Apr 11 Exact time TBD	RM 10,000	2
<u>Corporate Finance</u> <i>AI Powered Learning in Action</i>	<u>Professor Joseph Cherian</u>	Gain an in-depth understanding of the financial implications of business decisions. It is a unique take on Corporate Finance, with AI and gamification learning components included, and equips learners with a strong foundation in Corporate Finance, extending beyond fundamental principles to address contemporary financial decision-making challenges. This includes the development and application of up-to-date financial strategies, tools, and risk management skills to improve financial decision-making.	Trimester 1 (Jan – Apr)	RM 10,000	2

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<u>Managerial Economics</u> <i>Economic Tools to Drive Business Success</i>	<u>Associate Professor Abigail Tay</u>	This course aims to provide a working knowledge of the analytical tools for making strategic business decisions. It builds on microeconomic theory to analyse firm behaviour across different market structures. By applying these frameworks, business leaders can better navigate market power dynamics, optimize decision-making, and enhance long-term competitive advantage.	Trimester 2 (May – Aug)	RM 10,000	2
<u>Financial Accounting</u> <i>Numbers Have a Story – Learn to Tell It in the AI Age</i>	<u>Adjunct Senior Lecturer Wong Kah Teck</u>	Leverage accounting insights to analyze financial statements, assess organizational health, and drive strategic decisions. Strengthen financial acumen to align performance metrics with business goals and enhance overall decision-making.	Video available from: Aug 24 Live Sessions: Session 1: Sep 5 Session 2: Sep 19 Session 3: Oct 3 Session 4: Oct 17 Session 5: Nov 28 Exact time TBD	RM 10,000	2
<u>Organizational Behavior</u> <i>Leadership in Dynamic Times and Situations</i>	<u>Professor Michael Frese & Associate Professor Yi-Ren Wang</u>	Tackle leadership challenges with evidence-based frameworks to enhance performance, shape team dynamics, and foster collaboration. Drive impactful outcomes by understanding organizational behavior and leveraging strategies for success in diverse environments.	Trimester 3 (Sep – Dec)	RM 10,000	2

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AI for Business Leaders <i>Strategic Leadership in the Age of AI</i>	Professor Shien Jin Ong	Empower strategic growth by leveraging AI technologies like neural networks, transformers, and LLMs. Tackle business challenges with practical tools, foster collaboration with technical teams, and lead responsibly with a focus on ethics and real-world applications.	Trimester 3 (Sep – Dec)	RM 8,500	1.5
International Law & Global Business Strategy	Associate Professor Kevin Crow	Strategic insights into how international economic, human rights, and environmental laws shape global business decisions. Examine WTO, ISDS, OECD, and ILO frameworks alongside evolving ESG standards to navigate cross-border risks, compliance, and opportunity. Designed for leaders aligning business strategy with the forces defining tomorrow's global economy.	TBD	RM 8,500	1.5
Sustainability for Business Leaders <i>Leading Business, Driving Sustainability</i>	Senior Lecturer Pieter Stek	Integrate sustainability into core strategies with ESG principles, addressing climate change, resource scarcity, and social inequities. Leverage theoretical frameworks, case studies and industry insights to drive innovation, mitigate risks, and align business goals with sustainable impact.	TBD	RM 8,500	1.5

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Platforms: Marketplaces and Digitization <i>Market Design and Strategy</i>	Associate Professor Melati Nungsari	Master advanced economics with insights into market design, auction theory, and game theory under varying information dynamics. Engage in interactive experiments and practical frameworks to tackle strategic challenges and drive impactful decisions in a digital marketplace.	TBD	RM 8,500	1.5
Scenario Planning: Preparing Supply Chain for Surprises	Associate Professor Shardul Phadnis	A strategic framework for navigating uncertainty in global markets. Participants analyse long-horizon investments, organizational capabilities, and market entry or exit decisions under shifting geopolitical, economic, and technological conditions. Builds foresight to anticipate disruption, stress-test strategies, and position organizations for resilience and advantage in volatile futures.	TBD	RM 8,500	1.5
Supply Chain Systems <i>Design, Manage and Optimize Supply Chain Systems</i>	Associate Professor Asad Ata	Master the fundamentals of inventory, production, logistics, and network design. Develop a systems view of how supply chains behave in the real world. This course equips you with practical tools to optimize supply chain performance and navigate complexity enabling smarter, more resilient supply chain decisions across global networks.	TBD	RM 8,500	1.5

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<u>Systems Optimization</u> <i>Transform Complex Decisions into Optimal Solutions</i>	<u>Associate Professor Asad Ata</u>	Tackle complex challenges with optimization techniques to model, analyze, and drive data driven informed decisions. Whether you're streamlining personal tasks or solving a problem at work, this course will empower you with the skills to identify, model, and solve problems effectively.	TBD	RM 8,500	1.5
<u>Strategic Supply Chain Management</u> <i>Innovating Supply Chain Management: Value Creation and Adaptation</i>	<u>Associate Professor Shardul Phadnis</u>	Managing goods, information, and money improves company performance through innovative supply chain practices. It emphasizes agility and adaptability for competitive advantage, highlighting the importance of social entrepreneurship in creating value and sustaining success in turbulent business environments	TBD	RM 8,500	1.5

* The number of Transferable Credits into either the ASB EMBA or MBA Degree Programs

** Program dates subject to change, pending HRD Corp approval.

Sales & Service Tax (6%) applies to non-Malaysians

Last updated: October 10, 2025