



# AI DEMYSTIFIED: NAVIGATING THE DIGITAL FRONTIER

## 10 SIDC CPE POINTS

Are you ready to embark on a journey into the heart of the digital frontier? "AI Demystified" is your compass through this exciting and ever-expanding digital landscape, so you can harness its potential to innovate, adapt, and lead confidently in the digital era.

### Learning outcome :

#### DEFINE

the fundamental concepts of Artificial Intelligence (AI), including its history, types, and core technologies



#### EXPLAIN

the basic functioning of ChatGPT, Big Data processing, and Machine Learning algorithms

#### DISCUSS

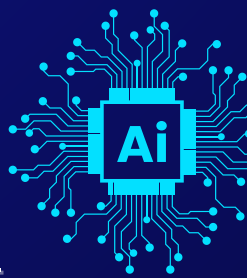
how AI technologies are applied in different financial contexts, such as algorithmic trading, fraud detection, and customer service

#### IDENTIFY

suitable machine learning algorithms for specific financial applications

#### COMPARE

different AI technologies and their applications in the finance sector



### Programme Details:

### Programme Fee:

<b>Date:</b> 23 July 2025	<b>Time:</b> 9:00 a.m. 5:00 p.m.	<b>Venue:</b> Concorde Hotel, Kuala Lumpur
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<b>Normal Fee:</b> RM1,750 <i>(Including SST)</i>
<b>Early Bird:</b> <b>RM1,600</b> <i>(Registration before 9 July)</i>

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## Module 1: Introduction to AI

- Definition and Fundamental of AI
- Historical Perspective: Evolution of AI
- Different Types of AI

## Module 2: ChatGPT

- Overview of ChatGPT
- Technologies behind ChatGPT
- Interactive Conversation with ChatGPT

## Module 3: Big Data

- Characteristics of Big Data
- Technologies in data analytics
- Big Data Solutions in the Real World
- Challenges of Big Data Analytics

## Module 4: Machine Learning

- Feature Selection and Data Preprocessing
- Supervised, Unsupervised, and Reinforcement Learning
- Feature Selection and Data Preprocessing
- Evaluation Metrics for Machine Learning Models

## Module 5: Application of AI in Finance

- Algorithmic Trading and Sentiment Analysis
- Fraud Detection and Risk Management
- Customer Service Automation and Chatbots
- Personalized Financial Advice and Robo-Advisors

## Module 6: Emerging Technologies and Future Trends

- Deep Learning
- Neural Networks
- Blockchain

## Module 7: AI Challenges

- Cost and Monetization
- AI Regulations and Standards
- Ethical Guidelines and Principles

## Module 8: Conclusion

- Summary of key takeaways
- Question and Answer

## TRAINER'S PROFILE

The trainer is an HRDF accredited trainer who conducts investment seminars for Malaysia's leading financial institutions on a regular basis. His areas of expertise include portfolio management, fundamental analysis, technical analysis and market forecasting.

He is also Certified Public Accountant in California, U.S.A, with over 30 years of experience in the financial sector. He began his career as an auditor with Ernst & Young in Washington, D.C. and is currently working as a licensed equity dealer with a major stockbroker in Malaysia.

He obtained his PhD in Finance from Monash University Malaysia. He also has a Master of Science in Accounting from the University of Delaware as well as a Bachelor of Science in Accounting from the University of Louisiana at Lafayette.

## REGISTRATION DETAILS

### PARTICIPANT DETAILS

Name:

Position:

Department:

Contact Number:

Email:

### ADMIN DETAILS

Name:

Position:

Department:

Company:

Contact Number:

Email:

Address:

Payment Method:  Direct Payment  Claim HRD

## TERMS AND CONDITIONS

1. For cancellation less than 14 days before or non-arrival on the training day, no refund will be given. Substitution is allowed.
2. Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.
3. HRDC grant application shall be applied and approved before the training day. Maximum claim from HRDC is RM1,750 per day. The balance, if any, is to be topped up by client.

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