



- #1 : DIGITAL TRANSFORMATION
- #1: ARTIFICIAL INTELLIGENCE
- #1: PREDICTIVE ANALYTICS



# PROFESSIONAL CERT IN ADAPTIVE LEARNING (PCAL)

**World's First AI-Based Adaptive Learning Programme for  
Optimising Teaching Methods  
(without coding or programming)**



**FOR EDUCATORS TO CREATE PERSONALISED LEARNING PLANS FOR  
VARIOUS STUDENT TYPES WITH ROBOADVISORS**



#1 : DIGITAL TRANSFORMATION  
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**Alongside our changing notions of what constitutes a classroom, our ideas about the way teaching is delivered must also be reshaped.**

**The old 'one model of teaching and learning fits all' is outdated and has no place in the agenda for future education. In PCAL, teachers will become facilitators of learning using AI to guide students with their own learning journey.**



**PROF M. NAZRI MUHD (AI PRACTICE)**

**Founder / CEO of MyFinB Group  
Chairman of CE.A.I Global**

# ADAPTIVE LEARNING



## Synopsis

Over 50% of the current workforce will require reskilling by 2025. Yet the ability to adapt to change and engage in lifelong learning must start with the educators. Studies show that early investments in higher education generate significant economic returns.

This programme involves the development of analytical skills to design and develop adaptive learning models to address the root causes of the worldwide skills gap. There is a need to prepare the next generation of talent to engage in lifelong learning. This includes ensuring that future efforts in reskilling and upskilling pay off for individuals, businesses and governments.

2x Weekly 1.5 hour lecture:  
8.30PM - 10.30PM (KL Time)

Digital tutorial  
- 1 hour weekly

Recommended  
self-study 1.5 hour  
weekly

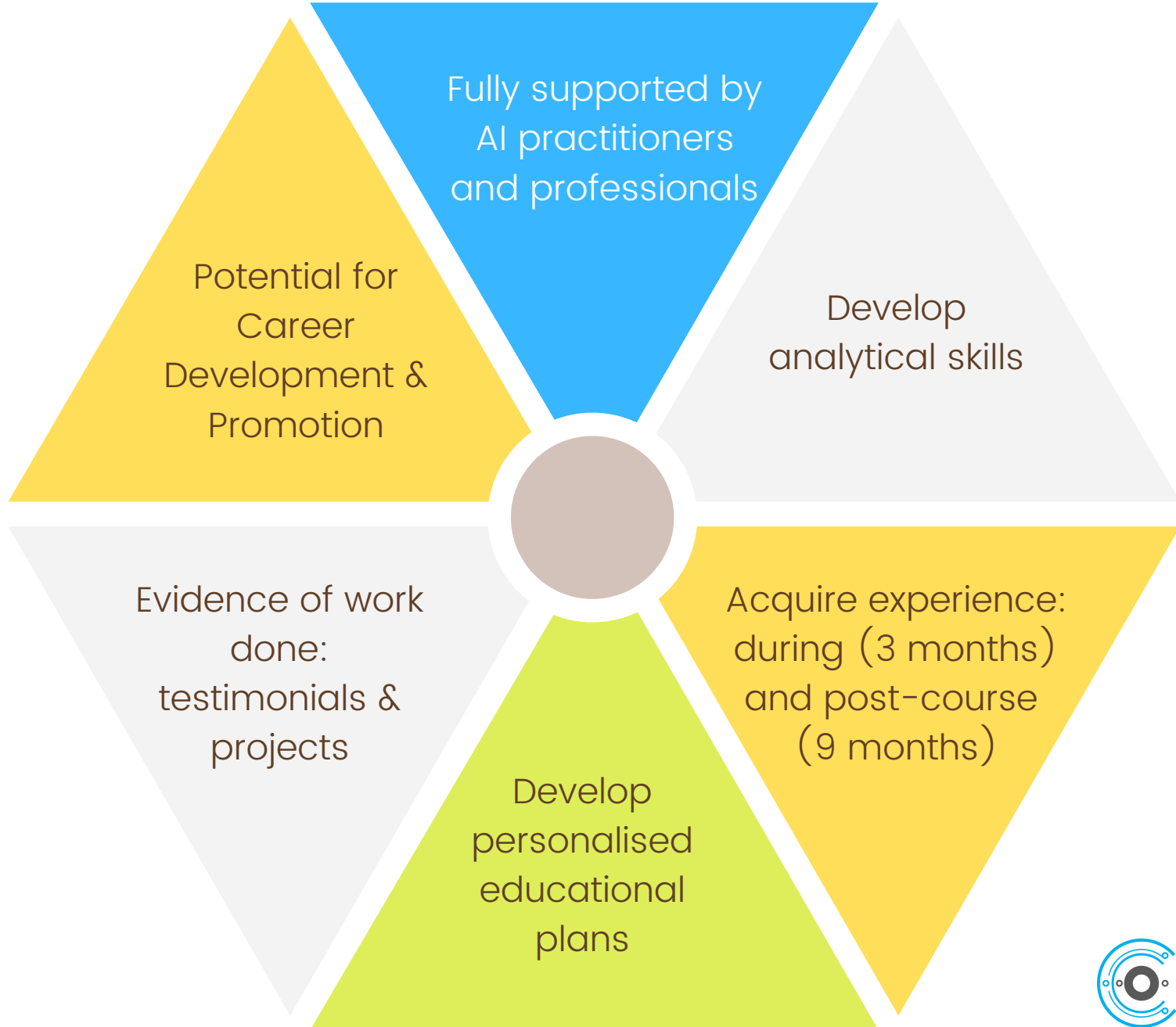
## Learning objectives

- Able to design adaptive learning models for various student types
- Identify root causes for student performance
- Develop learning and development roadmaps for students

## Topics covered

- Types of AI Technologies
- Market map and case studies of AI players globally
- TRL 1-9 analysis
- Mapping of edtech-based projects to MyStie framework and socioeconomic impact
- Design AI framework and decision tree models using mindmapping techniques

# Key Benefits for Educators



# Four Areas of New Skills Acquired under PCAL

Academic & Non-Academic Data Management

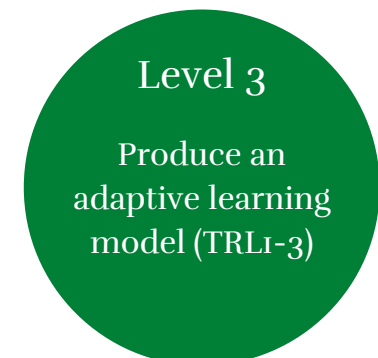


Design Thinking Skills using data-driven approach

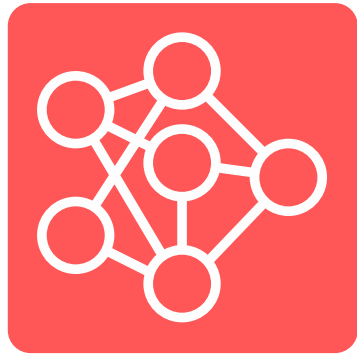
Student Portfolio Analysis

AI & Big Data Analytics

## Three Learning Deliverables



# The Learning Journey



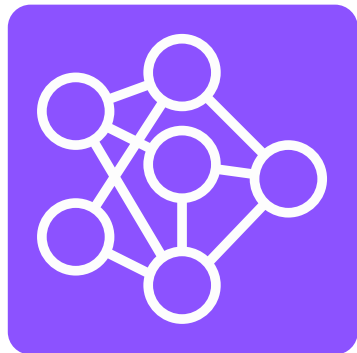
## EDUCATION MODELS

choose case studies / use cases



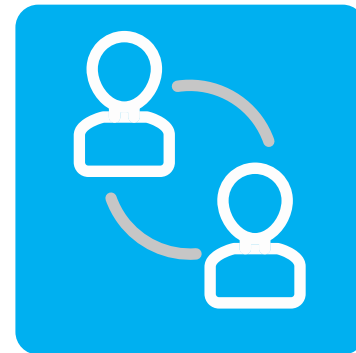
## RESEARCH WORK

techniques and skills acquired for latest tech and industry trends



## AI BLUEPRINT

develop a technological blueprint (TRL1 - 3) for your projects in personalised and adaptive learning



## ENGAGEMENT

guidance and interaction with leading AI practitioners

Global Winner for Best Data and Analytics Platform

Top 3 Most Impactful & Best in AI Category

Top 30 Most Attractive Companies

Top 10 Most Innovative Companies

25 Hottest Fintech Companies

TOP 500 Global Startups

Global Excellence Awards

#1: AI, Predictive Analytics & Digital Transformation (Jul 2021)

## Virtual Learning

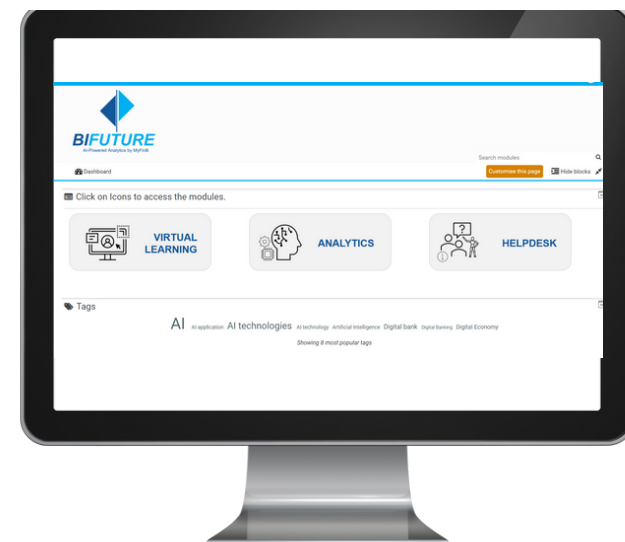
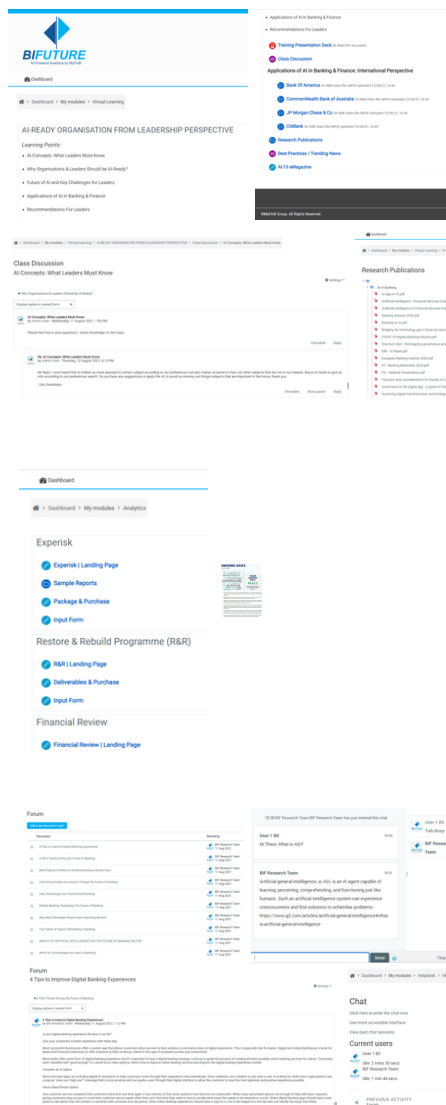
- Provide users with training programme materials and resources such as training deck, case studies,
- Interact with the trainer and other users by discussing key learning points via a forum. It is open for all users not only during but after the training programme as well.
- Keep up with latest AI trends via AI:10 eMagazine.

## Analytics

- Discover actual AI-driven analytical tools in the fintech field.
- Understand how AI can turn data into insightful analysis on the companies in a quick, accurate and non-bias manner. As a result, these AI tools help to optimise decision making process within the organisation.

## Helpdesk

- Discover latest news and trends across key industries, locally and globally. Share, discuss and learn from peers about those trends.
- Chat with admin (if in need of technical assistance) and other users who are online.



# INTERACTIVE LEARNING

There are 3 core modules for participants to exchange views and knowledge with the trainers and facilitators as well as peers.

# CORE MANAGEMENT TEAM



**Prof. M. Nazri**

FOUNDER / CHAIRMAN  
CENTRE FOR AI INNOVATION  
(CEAI) GLOBAL



**Charles Cheong**

MANAGING PARTNER  
CEAI ASEAN



**Shanker  
Damodaran**

MANAGING PARTNER  
CEAI INDIA



**Ridzuan Aziz**

MANAGING PARTNER  
CEAI MALAYSIA



**Amber-Lynn  
Nguyen**

PARTNER  
CEAI



**Zagros Lam**

MANAGING PARTNER  
CEAI SINGAPORE



**S.B. Lim**

MANAGING PARTNER  
CEAI MALAYSIA



**Arif Ahmed**

MANAGING PARTNER  
CEAI BANGLADESH



**Addiennur  
Hamizah**

REGIONAL MANAGER  
CEAI

## Core Members



# CEAI GLOBAL PARTNERS



## International Network



**Doug Bruhnke**

FOUNDER / CEO  
GLOBAL CHAMBER®



**Lynare Robbins**

DIRECTOR  
GLOBAL CHAMBER® MIAMI



**Oliver Tian**

HONORARY ADVISOR,  
ASIA PACIFIC, APARA;  
VICE-CHAIRMAN, IARA



**Arijit  
Bhattacharyya**

CEO / FOUNDER  
VIRTUALINFOCOM



**Ana Chubinidze**

CEO  
ADALAN AI



**Jesse Arlen  
Smith**

PRESIDENT & FOUNDER  
AIFORGOOD.ASIA



**Colin Christie**

EXECUTIVE DIRECTOR,  
GLOBAL CHAMBER® MANILA



**Steve  
Taklalsingh**

MANAGING DIRECTOR & CFO  
AMAIZ



**Cody Lee**

CEO  
MAVERICK GLOBAL VENTURES



## SCHEDULE & FEES

### Schedule Options

Detailed schedule will be issued once confirmation is made. Pre-course work is expected 4 weeks before actual course commencement.

Choose one only (subject to changes)

- Tue, 1st March 2022 (Cohort 1) : OR
- Mon, 2nd May 2022 (Cohort 2): OR
- Mon, 4th July 2022 (Cohort 3)

### 3-month Online Programme

2x Weekly 1.5 hour lecture:  
8.30PM - 10.00PM (KL Time)

Digital tutorial  
- 1 hour weekly

Recommended  
self-study 1.5 hour  
weekly

## RM 1,250 /pax

For every batch of 10 registered per faculty, a discount of 10% will be effected.

Note: Fees are subject to 6% SST and 5% admin & processing fee. These upfront additional fees will be calculated upon checkout.

**To register:**

<https://ceaiglobal.com/product/pcal/>

**Visit the official website:**

<https://ceaiglobal.com/pcal/>

**For more enquiries**

[ceai@myfinb.com](mailto:ceai@myfinb.com)



# PROFESSIONAL CERTIFICATE

# TERMS & CONDITIONS



## REGISTRATION FEES

- The fee is subject to service tax where applicable and 5% admin & processing fee
- Full payment must be made upon checkout via the online payment platform.
- The fee includes e-materials subject to the approval of the proprietor.
- Access to join the programme shall be granted only upon full payment.

## ACCESS LINK

- The Access Link will be emailed to the participants one (1) day before the event.
- The Access Link is unique and should not be forwarded/ shared with others.
- The participants are required to login using the same name as in the registration form.
- Anyone found to have shared the link, will be barred from joining the event.
- Should MFB/CE.A.I later discover that the access link was shared multiple times, MFB/CE.A.I reserves the right to inform the participant's company Management on this and to claim for the additional participant(s) fees or if the participant is self-represented, MFB/CE.A.I reserves the right to claim the additional participant(s) fees directly from the individual.

## CANCELLATION

Upon payment, participant(s) are considered successfully enrolled in the programme. Should participant(s) decide to cancel/ transfer their registration, a cancellation/transfer policy shall be applied as follows:

- For written cancellation received fourteen (14) working days before the programme, No penalties will be imposed. A refund (less off any platform fees charged by third party platform) will be made to participants who have paid.
- No refunds will be made for written cancellations received on the event day or no written cancellation received or participant(s) who failed to join the programme.
- Unpaid registration will also be liable for full payment of the registration fees (subject to 6% service tax and 5% admin & processing fee).
- Partial cancellation is not allowed.
- Non-attendance does not constitute cancellation. You can substitute an alternate participant for the same event (transfer your seat). Substitution must be received in writing strictly 7 (seven) working days before the programme if you wish to avoid the cancellation charges. Any differences in fees will be charged accordingly.

**Note:** Working days are counted from Monday to Friday and backwards excluding the day of the event/ weekends/ public holidays.

## E-CERTIFICATE OF ATTENDANCE

Participants will be issued with an e-Certificate of Attendance and awarded CPE hours (subject to MFB/CE.A.I's partnership with the partnering professional bodies) upon attending at least 80% of the time allocated for the event. For this purpose, it is **COMPULSORY** to fill in the email address clearly.

## COPYRIGHT

The materials of this certificate programme shall not be disclosed or used in any manner, either wholly or partially against any other parties and/ or used in any manner, either wholly or partially as a defence by you and/ or any other parties under any circumstances. The participants are therefore prohibited from reproducing any materials of this programme. All copyright and/ or intellectual property rights in any relevant materials produced in this programme will remain with the party who produced such materials. MFB/CE.A.I disclaims responsibility for the materials of this programme that were not produced directly by us.. Neither the MFB/CE.A.I or any of its Boards or Committees nor its staff shall be responsible or liable for any claims, losses, damages, costs or expenses arising in any way out of or in connection with any persons relying upon the materials provided during the programme.

## DATA PROTECTION

Information given by the participants to MFB/CE.A.I is true, accurate and to the best of their knowledge. The participants have read and agreed with the Personal Data Policy as stated on MFB/CE.A.I's official website other than what is provided under the Personal Data Protection Act 2010. Allow MFB/CE.A.I to collect, process, retain and use your personal data in relation to this programme and to promote MFB/CE.A.I's other events/programmes.

## EXCLUSION OF LIABILITY

This programme shall not constitute an endorsement of the speaker(s) by MFB/CE.A.I. MFB/CE.A.I shall not be liable for whatsoever circumstances arising from any engagement between the speaker(s) and the programme's participant(s).

## DISCLAIMER

MFB/CE.A.I reserves the right to change the programme's, date(s), time(s) or cancel the programme should circumstances beyond its control arise. MFB/CE.A.I shall not be responsible for any costs, damages or losses incurred by the participant(s) due to the changes and/ or cancellation. MFB/CE.A.I also reserves the right to make alternative arrangements without prior notice should it be necessary to do so.



Global Winner for Best Data and Analytics Platform

Top 3 Most Impactful & Best in AI Category

Top 30 Most Attractive Companies

Top 10 Most Innovative Companies

25 Hottest Fintech Companies

TOP 500 Global Startups

Global Excellence Awards

#1: AI, Predictive Analytics & Digital Transformation (Jul 2021)

# MYFINB GROUP OF COMPANIES



# CENTRE FOR AI INNOVATION



MyFinB is an award-winning tech company that specializes in artificial intelligence. The company developed its own natural language platform with predictive and prescriptive narrative capabilities - a niche area that differentiates itself from any others.

MyFinB helps people understand and communicate what is most important in their data. By transforming data into insightful, human-like language, the company's natural language technology enables people to be data-driven and make better decisions, focus talent on higher-value opportunities, and create differentiated products.

The Centre for AI Innovation (CEAI) forms part of MyFinB Venture's portfolio of innovative, disruptive projects to guide and support the digital transformation initiatives by organisations and business innovators.

The Centre was founded to "humanise" the adoption of AI projects and make the whole implementation process ethically and systematically carried out in a seamless way. The Centre also helps to build and implement human-machine working models to enhance decision-making processes in organisations.



MALAYSIA

## CEAI @ MyFinB Malaysia

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SINGAPORE

## CEAI@MyFinB Singapore

One Marina Boulevard, Level 20, Singapore 018989

@MyFinB - Group

@MyFinB

@MyFinBGroup

@AI Community (AIC)

[https://t.me/joinchat/EXDJLQ1IPXfFIW\\_mSqzdA](https://t.me/joinchat/EXDJLQ1IPXfFIW_mSqzdA)