@ASK Training
Attitude | Skills | Knowledge

up to 90% SkillsFuture Funding

Balance Fee SkillsFuture Credit, PSEA & UTAP Claimable

Balance Fee SkillsFuture Enterprise Credit Claimable

Eligible for Training Allowance

(SCTP)

DIPLOMA IN GENERATIVE AI

(ELIGIBLE FOR PART-TIME TA)

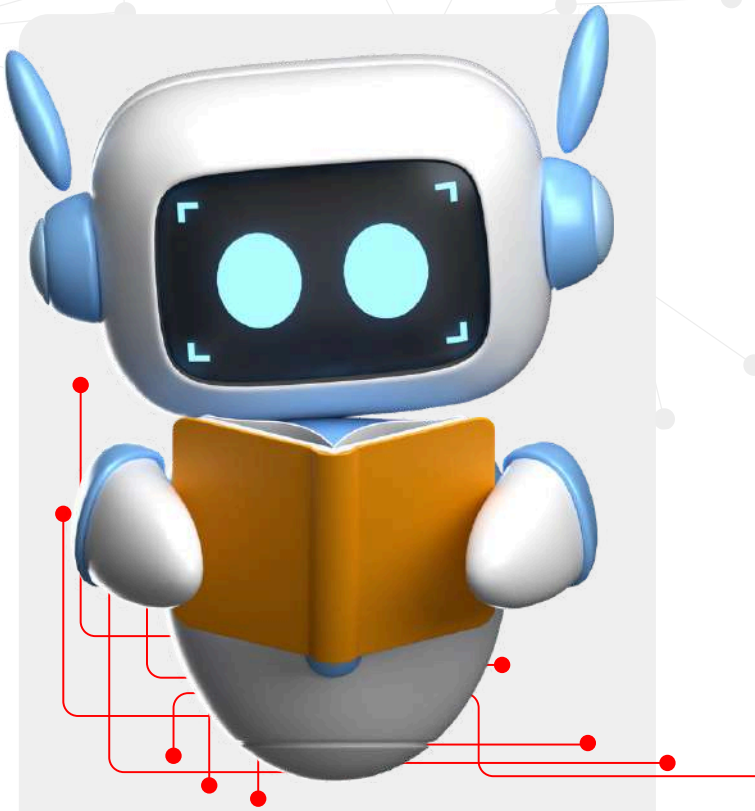
Programme **Synopsis**

The Diploma in Generative AI is a comprehensive, hands-on programme designed to equip working professionals across business functions with the practical knowledge and technical fluency to harness Generative AI tools for real world problem-solving and innovation.

Comprising seven modules: Sales & Marketing, HR, Finance, Business Intelligence, Inventory, Operations, and a Capstone; the programme integrates key tools such as **ChatGPT**, **Microsoft Copilot**, and **DeepSeek**, with domain-specific applications in **automation**, **forecasting**, **analytics**, and **workflow optimisation**. Participants will learn to apply AI ethically and responsibly, design effective prompts, evaluate model outputs, and adapt AI solutions to meet diverse business needs. Each module focuses on task-relevant applications, such as **campaign automation**, **manpower planning**, **financial reporting**, or **supply chain visibility**, while the Capstone enables learners to develop and present AI-driven solutions tailored to their workplace.

This diploma is ideal for professionals, managers, and SME owners who seek to develop AI integration skills without requiring a programming background. Through case studies, guided projects, and collaborative learning, graduates will be empowered to lead digital transformation initiatives and drive sustainable business value through the application of AI innovation.

Course Code: *TGS-2026063613*



Entry Requirements

Language Proficiency:

- Attained at least WPLN Level 6, OR
- Obtained Grade C6 for GCE O Level English, OR
- Other equivalent qualifications

Academic Qualifications:

- Obtained at least a pass or C6 at GCE O Level in at least 3 subjects, OR
- Candidates with other qualifications will be considered on a case-by-case basis, OR
- Mature candidates (30 years old and above) with at least 8 years of relevant working experience

Course-Specific Prerequisites:
The AI Capstone Project (Module 7) requires prior completion of all six specialist modules (Modules 1 to 6). Participants must have completed all prerequisite modules before enrolling in the Capstone Project.

@ASK Training is a Private Education Institution (PEI) accredited by the Ministry of Education and is a Continuing Education and Training (CET) Centre, offering a diverse range of Digital Marketing Courses with up to 95% funding and Career Advisory and Resources Support upon graduation.

Target **Audience**

This programme is suitable for:

- Mid-career and senior professionals seeking to future-proof their expertise and lead AI-driven transformation across business functions
- Sales, marketing, and business development professionals looking to scale revenue operations and apply AI-powered demand generation strategies
- HR and people leaders seeking to modernise talent acquisition, workforce planning, and employee experience through AI
- Finance and accounting professionals aiming to automate complex reporting, enhance risk intelligence, and navigate Singapore's evolving AI regulatory landscape
- Operations and supply chain managers who want to eliminate process waste, improve inventory resilience, and implement predictive operational systems
- Business analysts and BI professionals transitioning from static reporting to AI-powered active intelligence and conversational analytics
- Business owners, entrepreneurs, and senior managers who want to build cross-functional AI literacy and lead enterprise-wide transformation

Programme **Structure**

The programme comprises 7 modules spanning 168 hours of training, including assessment hours. Modules 1 to 6 are specialist domain modules that may be taken in any sequence. Module 7, the AI Capstone Project, must be completed last

#	Module Title	Hours	Assessment
1	(32hrs) AI-Driven Sales & Marketing: Boosting Engagement & Conversions	32	Written + Practical
2	(24hrs) AI in HR: Transforming Talent Acquisition & Workforce Management	24	Written + Practical
3	(24hrs) AI-Powered Finance: Automating Insights & Risk Management	24	Written + Practical
4	(24hrs) AI for Smart Inventory: Predictive Analytics & Optimisation	24	Written + Practical
5	(24hrs) AI in Operations: Enhancing Workflow Efficiency & Automation	24	Written + Practical
6	(24hrs) AI-Driven Business Intelligence: Smarter Reporting & Analytics	24	Written + Practical
7	(16hrs) AI Capstone Project: AI Solution for Enterprise	16	Practial + Oral

Total Programme Hours: 168 hours

Each module is assessed through one or more of the following assessment types, selected to match the knowledge and skills being developed:

- **Written Assessment** — Tests conceptual understanding, regulatory frameworks, governance principles, and analytical reasoning.
- **Practical Assessment** — Evaluates hands-on proficiency through task-based exercises using AI tools and structured workflows in realistic business scenarios.
- **Oral Assessment** — Used in the AI Capstone Project to assess communication, project reasoning, data storytelling, and professional judgement.

Assessment hours are included within each module's total training hours. Participants must achieve a passing mark in each module's assessment to receive the relevant module certificate and progress to the Capstone Project.

Programme **Learning Outcomes**

Upon successful completion of all modules, participants will be able to:

- Design and implement AI-powered workflows across sales, marketing, HR, finance, operations, inventory management, and business intelligence functions
- Apply Generative AI tools and structured prompt engineering to automate repetitive tasks, generate actionable insights, and improve the speed and quality of business decisions
- Navigate Singapore's AI governance landscape, including MAS FEAT/AIRG guidelines, PDPA, the Workplace Fairness Act, and the Singapore Green Plan 2030
- Build responsible AI frameworks that incorporate Human-in-the-Loop (HITL) oversight, bias mitigation, and ethical governance standards
- Leverage predictive analytics, sentiment analysis, and data storytelling to translate AI outputs into compelling executive narratives and board-ready reports
- Develop domain-specific AI transformation roadmaps and implementation plans with clear milestones and measurable ROI
- Design, build, validate, and present a production-ready Generative AI module tailored to a real organisational context

Instructional **Approach**

All modules are delivered using a blended instructional approach designed to build both theoretical understanding and practical competence. Key methods include:

Interactive Lectures and Guided Demonstrations
Trainer-led instruction supported by live demonstrations and worked examples to connect AI concepts with real-world business applications.

Hands-On Lab Sessions
Structured practical activities using live AI tools (including ChatGPT, Microsoft Copilot, and DeepSeek) applied to authentic business tasks across each functional domain.

Scenario-Based Learning
Participants engage with realistic business challenges requiring analysis, decision-making, and selection of appropriate AI-driven interventions.

Case Study Discussions
Real-world examples drawn from industry contexts deepen understanding and support evaluation of AI strategies, governance implications, and business value.

Collaborative Learning and Group Discussion
Peer interaction and group work broaden perspectives and encourage cross-functional thinking about AI adoption.

Practical Application and Skills Mastery
Each module concludes with applied exercises and a structured deliverable that participants can bring directly into their workplace.

Programme **Outline**

Module 1: (32hrs) AI-Driven Sales & Marketing: Boosting Engagement & Conversions

- Learning Unit 1: From Manual Drafting to AI-Powered Content Mastery
- Learning Unit 2: Boosting Productivity and Closing Revenue Gaps
- Learning Unit 3: High-Value ABM and Regional Market Dominance
- Learning Unit 4: Predictable Data and The New Search Frontier
- Learning Unit 5: Protecting Margins and Designing the Revenue Engine

Module 2: (24hrs) AI in HR: Transforming Talent Acquisition & Workforce Management

- Learning Unit 1: Foundations of Smarter Hiring and Candidate Experience with AI
- Learning Unit 2: Understanding Workforce Trends and Ethical AI Practices
- Learning Unit 3: Techniques for Identifying Skills Gaps and Optimising Learning Paths
- Learning Unit 4: Data-Driven Performance Reviews and Forecasting Accuracy
- Learning Unit 5: Applying Statistical Analysis to Workforce Engagement and Capacity
- Learning Unit 6: Strategic HR Planning through Elasticity and Workforce Flexibility

Module 3: (24hrs) AI-Powered Finance: Automating Insights & Risk Management

- Learning Unit 1: Foundations of AI Models in Finance: Generative vs Discriminative
- Learning Unit 2: How Generative AI Models Work: Automating Finance Tasks and Workflows
- Learning Unit 3: Shaping AI Outputs: Mastering Prompt Engineering for Financial Insights
- Learning Unit 4: Safeguarding Finance AI Systems: Data Quality, Bias, and Compliance
- Learning Unit 5: Strategic Innovation with AI: Brainstorming Practical Finance Applications

Module 4: (24hrs) AI Smart Inventory: Predictive Analytics & Optimization

- Learning Unit 1: Operational Efficiency & Data Automation
- Learning Unit 2: Predictive Intelligence & Risk Resilience
- Learning Unit 3: Governance, Compliance & Strategic Value
- Learning Unit 4: Operational Excellence & Value Scaling

Programme **Outline**

Module 5: (24hrs) AI in Operations: Enhancing Workflow Efficiency & Automation

- Learning Unit 1: The Automation Engine
- Learning Unit 2: Intelligent Supply Chain & Logistics – Resilience & Flow
- Learning Unit 3: Data-Driven Performance – Insights & Recovery
- Learning Unit 4: The Future-Ready Enterprise – Governance & Strategy

Module 6: (24hrs) AI-Driven Business Intelligence: Smarter Reporting & Analytics

- Learning Unit 1: Foundations of Generative AI in Business Reporting
- Learning Unit 2: Understanding AI Evaluation Metrics and Performance Indicators
- Learning Unit 3: Creating Visual Insights: Dashboards and Data Visualisation with AI
- Learning Unit 4: Task-Specific Evaluation: Forecasting and Business Metrics
- Learning Unit 5: Data Integrity, Fairness, and Explainability in AI Reporting
- Learning Unit 6: Adaptive and Personalised AI Insights for Business Decisions
- Learning Unit 7: Responsible and Ethical AI Use in Business Reporting

Module 7: (16hrs) AI Capstone Project: AI Solution for Enterprise

- Learning Unit 1: Research, Design & Prototype Formation
- Learning Unit 2: Workflow Expansion, Validation & Final Presentation
- E-learning Module: Data Storytelling & Pitch Practice

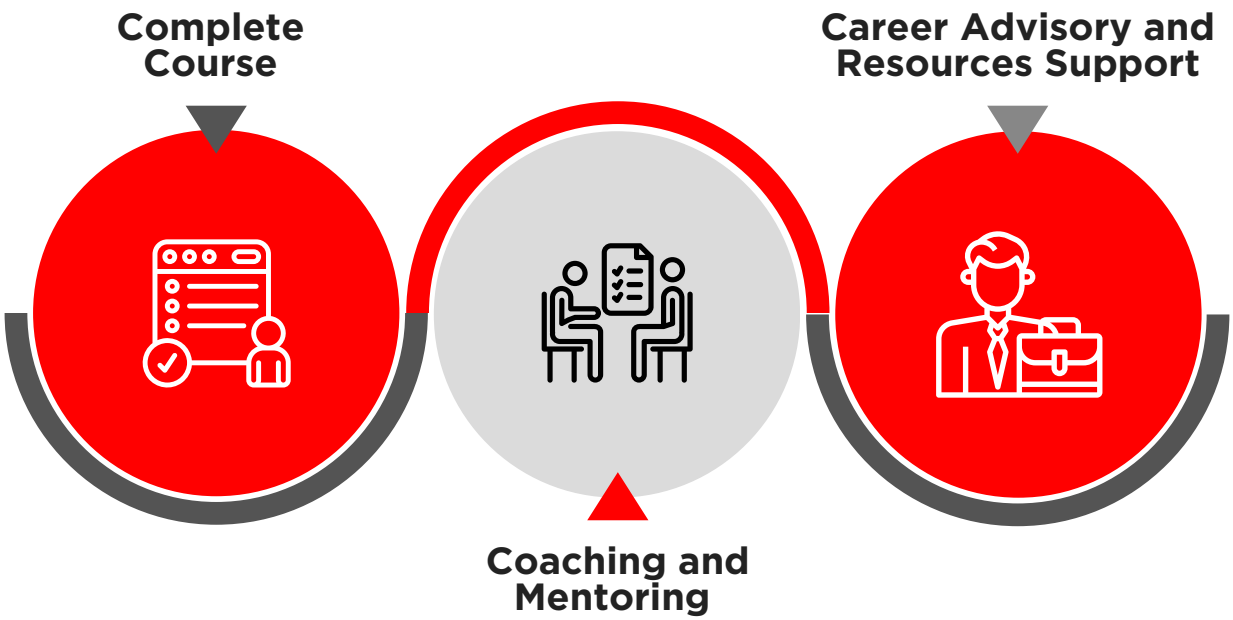
Why Learn **From Us**

You will acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:

- **Real world hands-on projects**
- **Comprehensive, up-to-date curriculum and courseware**
- **Post-course coaching and mentorship**
- **Career Advisory and Resources Support Programme**

@ASK TRAINING	OTHER INSTITUTES
Instructors are subject matter experts	Instructors may not have sufficient subject matter expertise
Courseware is up-to-date	Courseware may be outdated
Training is hands-on with real world project-based assignments	Curriculum and lesson plan may be unstructured and lack engagement
Career Advisory and Resources Support Programme	Training may be loaded with lectures without opportunity to practice concepts taught
	No career services offered

Post Course **Support**



Programme **Fee**

S$10,682
(inclusive of 9% GST)

PROGRAMME FEE AFTER ELIGIBLE SWDA SUBSIDIES:

From S$1,244.60

(inclusive of 9% GST) after 90% SWDA Subsidies

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ⩾ **40 years old**	S$9,800.00	90% SkillsFuture Funding	S$1,244.60
Singapore Citizens, PRs or LTVP+ Holders ⩾ **21 years old**		70% SkillsFuture Funding	S$3,204.60

SkillsFuture Credits can be used on top of existing subsidies

Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ⩾ 21 years old	S$9,800.00	90% SkillsFuture Funding	S$1,244.60
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ⩾ 21 years old		70% SkillsFuture Funding	S$3,204.60
Non-SME Singaporean Citizens ⩾ 40 years old		90% SkillsFuture Funding	S$1,244.60

Singapore Citizens 21 years old and above who meet special criteria* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy. AFS is only eligible for SkillsFuture Career Transition Programme applicants.

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