



Joint Press Release

Straits Interactive teams up with SMU Academy to launch the Advanced Certificate in Generative AI, Ethics, and Data Protection

Region's first initiative to equip professionals with AI competencies and nurture
a pioneering breed of AI Business Professionals

Singapore, 8 June 2023 (Thursday) – Straits Interactive and SMU Academy, the training arm of Singapore Management University, today announced the launch of the **Advanced Certificate in Generative AI, Ethics, and Data Protection**.

A regional first, this programme aims to fortify industry professionals with cutting-edge AI competencies, and shape a new era of **AI Business Professionals**, defined as business experts equipped with the knowledge and competencies to effectively adopt, deploy and create value with generative AI applications ethically within their organisations.

These AI Business Professionals will be adept at conducting due diligence, ensuring the responsible management of personal and corporate data while mitigating potential risks associated with AI technology deployment.

The Region's First Generative AI Advanced Certificate

The **Advanced Certificate in Generative AI, Ethics, and Data Protection** is a comprehensive 12-day programme that empowers participants with a deep understanding of generative AI and its ethical implications. Through a series of 6 modules, participants are exposed to practical techniques and applications of generative AI across various domains.

These modules cover essential topics such as conversational AI, the use of generative AI in enhancing business productivity and digital marketing strategies, as well as learning and management applications.

Moreover, the programme emphasises responsible use and ethical management of generative AI to ensure data protection and uphold ethical standards. Upon completion, participants will acquire the skills to navigate the complex landscape of generative AI while prioritising ethical considerations and safeguarding data integrity.

Championing the Responsible and Ethical Use of AI

"We are stepping into a future where generative AI will revolutionise the way we conduct business," stated **Kevin Shepherdson, CEO of Straits Interactive** "Yet, there are also ethical, privacy, and security risks. This certification programme is designed to ensure that professionals are equipped with the necessary skills to navigate this new landscape responsibly and effectively."

Jack Lim, Executive Director, SMU Academy, said, "With this innovative dual certification programme, professionals are well-positioned to lead the way in responsible AI deployment and governance, aligning with the increasing demand for transparent, ethical, and privacy-centric AI strategies in the business world. We believe that this programme will equip them with the necessary skills and ethical understanding to navigate the intricacies of generative AI, while embracing the potential it holds for driving innovation and growth responsibly."

More information about the new programme will be shared in an upcoming webinar on 9 June titled, 'Navigating the World of AI with Strong Data Governance: Boost Your Career with Certification'. For more details, please visit bit.ly/45BRrRZ.

To date, SMU Academy and Straits Interactive have jointly offered more than 30 courses covering both data protection and data governance. Since 2018, the partnership has enabled both individuals and companies to effectively govern and manage digital transformation. This ongoing transformation has been accelerated by COVID-19 and is currently being driven by generative AI and ChatGPT.

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About Straits Interactive

Straits Interactive delivers sustainable data governance solutions that help organisations create trust in today's data-driven world. As trusted advisors to SMEs, MNCs and data protection authorities in the region, we provide comprehensive competency, consulting and capability roadmaps in data protection and governance. We enable these competencies by partnering top universities in the region and international certification bodies to provide advanced diplomas, degrees and certification courses. Our hands-on advisory services, combined with our software-as-a-service solutions, help reduce risk and create value from data to help businesses achieve their digitalisation and innovation objectives.

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning.

Home to over 12,000 students across undergraduate, postgraduate professional and postgraduate research programmes, SMU, is comprised of eight schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Computing and Information Systems, Yong Pung How School of Law, School of Social Sciences, College of Integrative Studies and College of Graduate Research Studies. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. smu.edu.sg

About SMU Academy

Since its inception, Singapore Management University (SMU) has built a strong reputation as an innovative and progressive management university with a well-established interactive pedagogy incorporating business cases and strategic links with leading businesses and industry. Leveraging on SMU's reputation and linkages, SMU Academy offers a comprehensive array of cutting edge interdisciplinary programmes that supports lifelong learners in their pursuit of continuing education while helping organisations meet their upskilling and reskilling goals. academy.smu.edu.sg