



FMM INSTITUTE

(C10626805080/ 199901000527/ 475427-W)

Centre for Professional Development



PROMPTING-DRIVEN ARTIFICIAL INTELLIGENCE FOR BUSINESS USERS

The need of this training is underscored by compelling statistics. Statistics showed only 15-20% of SME Malaysia adopt AI despite its proven potential to boost productivity (OECD, 2023), while the integration of AI is expected enable to double the pace of innovation and boost productivity enhancements by 60 % in Malaysia (GetITAdmin, 2022). Furthermore, more than 60% of SME perceived AI as expensive (SME Corp, 2023), highlighting the need for accessible, skill-building initiatives. By demystifying AI through Orange tool to visual interface, this course empowers SME to overcome technical barriers to unlock growth opportunities. Hence, this two-day hands-on training course equip participants with the knowledge and tools to create a complete AI workforce. By the end of the course, participants will learn three levels of AI implementation, from basic internal assistants to fully autonomous AI agents.

Objectives

- To understand foundational AI knowledge.
- To develop hands-on proficiency in AI assistance with coding.
- To integrate multi-level AI systems into existing business.

All cancellations must be made in writing. There will be no charge for cancellation received 7 or more working days before the start of the programme. Cancellation received 5 working days before the start of the programme is subjected to a cancellation fee of 50% of the course fees. Cancellation received 3 working days and below before the start of the programme is subjected to cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

ADMINISTRATIVE DETAILS

Date	: March 17-18, 2026 (Tuesday-Wednesday)
Time	: 2 Days (9:00 am - 5:00 pm)
Venue	: FMM Institute, Johor Branch No. 1 & 3, Jalan Kencana Mas 1/1, Tebrau Business Park III, 81100 Johor Bahru, Johor
Fees	: RM 1,215.00 (FMM Member) RM 1,350.00 (Non member) <small>The fee inclusive Service Tax at 8% (SST No: W10-1901-32000105)</small>
Closing Date	: March 1, 2026 (Tuesday)
Training Provider	: FMM Institute Johor MYCOID: 475427W_JOHOR



COURSE CONTENTS

No	Module Name	Description	Module hour
DAY 1			
1	Foundational AI knowledge	<ul style="list-style-type: none">• IR Journey• AI in IR4.0• Data types : Structured vs. unstructured data• Analytics techniques• AI opportunities	2 hours
2	AI Technology 1 (hands-on)	<ul style="list-style-type: none">• AI understanding• Prompt structure and response• The 4-Level Prompting Framework• Hands-on practice (emails, reports, meeting, etc)	2 hours
Break			
3	AI Technology 2 (hands-on)	<ul style="list-style-type: none">• The 8-Level Prompting Framework• Hands-On (business proposal, HR Letter, or business case)• Prompting quality control	2 hours
4	Super prompting	<ul style="list-style-type: none">• Controlling layout, tone, word limits, and interactive output• Multi-step prompting strategies for comprehensive documents	2 hours

FACILITATOR

Khoong Tai Wai, is a practitioner turned academician. He has more than 12 years of experience in finance and business development, in both the tangible goods and financial services industries. Currently, he serves as Associate Professor at Tunku Abdul Rahman University of Management and Technology (TARUMT). He earned his Doctorate of Philosophy (PhD) from Universiti Kebangsaan of Malaysia (UKM), specializing in the research area of behaviour finance. He holds Chartered Islamic Finance Professional (CIFP) and Registered Financial Planner (RFP) professional designations. Besides, he is a certified trainer and examiner for the Malaysian Financial Planning Council (MFPC). He also serves as a committee board member of Certification & CPD Board for MFPC, an independent body to achieve Sustainable Development Goals 2030 (SDG2030) agenda in financial literacy. He is frequently invited contributes articles to magazines in the area of financial literacy.



COURSE CONTENTS

No	Module Name	Description	Module hour
DAY 2			
1	All in industry	<ul style="list-style-type: none">• Industry-specific AI implementation videos customized to sectors• Real-world examples• Competitive landscape	2 hours
2	LLM Platform Comparison	<ul style="list-style-type: none">• Side-by-side comparison• Research synthesis and content generation• Real-time research and fact-checking• AI Visual prompts• Video generation• Creating social media content kits and marketing materials	2 hours
Break			
3	Build Own AI Assistant	<ul style="list-style-type: none">• AI Assistant and how it assists SMEs and teams• Designing custom chatbots using tools• Case examples• Training AI assistant with company knowledge and brand voice	2 hours
4	Final Presentation	<ul style="list-style-type: none">• Presentation of AI-powered documents, websites, or assistants• Feedback and discussion• Best practices for continued AI learning and implementation	2 hours





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MARCH 17 - 18 , 2026 | VENUE: FMM INSTITUTE, JOHOR BRANCH

FMM Institute (475427-W)
Puan Sabrina / Pn. Astri / Pn. Ain
Email : sabrina@fmm.org.my / astri@fmm.org.my
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Tel: 07-357 7613 / 14 / 15 / 16 Fax: 07-357 7618

Please tick accordingly:

Fees: **FMM Member: RM 1,215.00/pax**
(inclusive of 8% Service Tax (SST No: W10-1901-32000105))

Non Member: RM 1,350.00/pax
(inclusive of 8% Service Tax (SST No: W10-1901-32000105))

Dear Sir/Madam,
Please register the following participant (s) for the above programme:
(To be completed in BLOCK LETTERS)

1.Name:	IC No:	Nationality:
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Designation:	Email:	Mobile No.:
-----	-----	-----
2.Name:	IC No:	Nationality:
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Designation:	Email:	Mobile No.:
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(if space is insufficient, please attach a separate list)

Disclaimer

Registration is on a first-come first-served basis. All cancellations must be made in writing. There will be no charge for cancellation received 7 or more working days before the start of the webinar. **Cancellation received 5 working days** before the start of the webinar is **subject to a cancellation fee of 50%** of the webinar fees. **Cancellation received 3 working days and below** before the start of the webinar is **subject to a cancellation fee of 100%** of the webinar fees. **If the participant fails to attend the programme, the full webinar fees are payable.** However, replacement can be accepted at no additional cost. The FMM Institute reserves the right to change the speaker, reschedule or cancel the webinar and all efforts will be taken to inform participants of the changes.

We hereby confirmed that (please tick accordingly):

- We will be claiming under **HRD CORP CLAIMABLE COURSES** and full payment would made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances.
- I (self-sponsor) / We will **NOT BE CLAIMING under HRD CORP CLAIMABLE**. Payment will be made to the account payee **FMM Institute** by cheque or bank transfer to **Maybank Account No. 501280056601**.
Tin No. : C10626805080
BRO No. : 475427-W
SST No. : W10-1901-32000105

Submitted by:

Name: _____ Email: _____

Designation: _____ Tel No: _____ Moblie No: _____

Company: _____ Address: _____

Tin No. : (Company Tax Number) _____ Business Registration No. (New/Old) _____ SST No (If Applicable): _____

Company Stamp & Signature: _____ Date: _____