![MAICSA - The Governance Institute]

Navigating AI Governance: The Key Role of Chartered Secretaries

10 January 2025, Friday
9.00am – 1.00pm
Speaker: PROF DR ZUBAIDAH ZAINAL ABIDIN FCIS (CS) (CGP)

Virtual
Course code CG100125W1
Closing date: 8 January 2025

4 CPD HOURS

Introduction

As Artificial Intelligence (AI) becomes increasingly embedded in industries, governments, and everyday life, the need for effective AI governance has never been more critical. AI systems are transforming business operations, decision-making processes, and even societal norms. However, with great power comes great responsibility. Ensuring that AI is developed and deployed ethically, transparently, and in a way that serves the public good is a challenge that requires strong governance frameworks. This includes addressing issues such as bias, accountability, and the balance between innovation and regulation. In this context, professionals, especially chartered secretaries, are playing an essential role in shaping AI governance, guiding organizations through the complexities of AI policy, compliance, and ethical considerations

Course objectives

Understand the Fundamentals of AI
Gain a clear understanding of Artificial Intelligence, including its core concepts, technologies, and current applications across industries.
Examine the Key Principles of AI Governance
Explore the essential principles of AI governance, focusing on ethical considerations, transparency, accountability, and fairness in AI systems.
Analyze the Role of Chartered Secretaries in AI Governance
Learn the specific responsibilities of Chartered Secretaries in overseeing AI governance, ensuring compliance, managing risks, and implementing ethical AI practices within organizations.
Evaluate Legal and Regulatory Frameworks for AI
Study the global landscape of AI regulations, policies, and standards, and understand how they impact organizational strategies and governance practices.
Identify Challenges and Solutions in AI Governance
Analyze the challenges organizations face in AI governance, including issues of bias, data privacy, and accountability, and explore strategies to mitigate these risks.
Develop Strategies for Effective AI Governance Implementation
Equip participants with practical tools and strategies to design, implement, and monitor AI governance frameworks within their organizations, ensuring alignment with ethical standards and legal requirements.
Explore Future Trends and the Evolving Role of Chartered Secretaries in AI
Investigate emerging trends in AI, including advancements in technology and evolving regulatory landscapes, and understand how Chartered Secretaries will continue to influence AI governance in the future

Who should attend

Board Members, Corporate Secretaries and Governance Professionals, Governance Committee Members, Regulatory and Compliance Professionals, Consultants and Advisors

About the trainer: Prof Dr Zubaidah Zainal Abidin FCIS (CS) (CGP)
Expert in Corporate Governance, Board Leadership, and Sustainability Reporting

Dr. Zubaidah Zainal Abidin is an esteemed academic and corporate governance expert with over 40 years of experience bridging academia and industry. Currently an Academic Fellow at Universiti Sains Islam Malaysia (USIM), she has previously held prestigious roles, including Professor at Universiti Teknologi MARA (UiTM), Deputy Vice Chancellor at Kolej Universiti Poly-Tech MARA (KUPTM), and Professor at Putra Business School. Before her academic tenure, Dr. Zubaidah spent 13 years as a company secretary in private and public-listed companies, equipping her with invaluable insights into corporate operations and governance. A prolific author, she has penned five influential books on company secretarial practice, widely adopted in Malaysian universities, and authored the 2022 CGI Study Text on Company Secretarial Practice (Malaysian Version), now a critical resource for the CGI Qualifying Programme.

Dr. Zubaidah's expertise lies in corporate governance, board dynamics, ESG, and sustainability reporting. Her groundbreaking research in these areas has been presented at over 20 national and international conferences and published in refereed journals.
Her speaking engagements with professional and regulatory bodies, including the Companies Commission of Malaysia (CCM), The Malaysian Governance Institute (MAICSA), and the Malaysian Association of Company Secretaries (MACS), have positioned her as a sought-after thought leader.
Key Speaking Topics

- Corporate Governance and Boardroom Dynamics: Strategies for effective leadership and governance.
- Diversity and Inclusion: The role of diverse boards in driving organizational success.
- Sustainability Reporting and ESG: Practical approaches to embedding sustainability in corporate practices.
- Corporate Social Responsibility: Insights into aligning CSR with strategic business objectives.

Dr. Zubaidah captivates audiences with her deep knowledge, practical insights, and engaging delivery. She is passionate **about fostering ethical and sustainable corporate practices and is available**

Course outline

Module 1: Introduction to AI and Its Impact on Industries
Objective: To provide an overview of Artificial Intelligence and its transformative effects across various sectors.
1.1 What is Artificial Intelligence?
- Definitions and core technologies (Machine Learning, NLP, Computer Vision, etc.)
- Types of AI: Narrow AI vs. General AI
1.2 Current AI Applications in Industries
- AI in healthcare, finance, education, and manufacturing
- Automation and AI-driven decision-making
1.3 The Future of AI: Trends and Opportunities
- Innovations in AI technology
- AI's role in shaping business models and customer experiences

Module 2: Key Principles of AI Governance
Objective: To explore the fundamental principles guiding AI governance and its ethical implications.
2.1 Ethical Considerations in AI
- Bias in AI models and its societal implications
- Ensuring fairness and inclusivity in AI design
2.2 Accountability and Transparency in AI Systems
- Defining accountability in AI-driven decisions
- Transparent AI development and deployment practices
2.3 Legal and Regulatory Aspects of AI
- Overview of AI-related regulations (e.g., GDPR, AI Act, etc.) Global standards and frameworks for AI governance

Module 3: The Role of Chartered Secretaries in AI Governance
Objective: To understand how Chartered Secretaries contribute to the governance of AI within organizations.
3.1 Overview of the Chartered Secretary's Role
- Traditional responsibilities in corporate governance
- Expanding responsibilities with the rise of AI
3.2 Governing AI: A Chartered Secretary's Perspective
- Developing AI governance frameworks within organizations
- Managing AI-related risks and compliance
- Ensuring alignment between AI practices and corporate values
3.3 Case Studies: Chartered Secretaries in AI Governance
- Real-world examples of Chartered Secretaries guiding AI ethics and governance

Module 4: Legal and Regulatory Frameworks for AI Governance
Objective: To analyze the existing and emerging legal frameworks that regulate AI systems.
4.1 Key AI Regulations and Standards
- GDPR, AI Act, and other regional regulations
- National AI strategies and their impact on governance
4.2 Privacy, Data Protection, and AI
- Managing data privacy risks in AI systems
- Ensuring compliance with privacy laws (e.g., GDPR, CCPA)
4.3 Intellectual Property and AI
- Ownership of AI-generated content and inventions
- Navigating patents and copyright in the AI space

Module 5: Addressing Challenges in AI Governance
Objective: To identify common challenges in AI governance and propose practical solutions.
5.1 Managing Bias and Fairness in AI
- Understanding and mitigating algorithmic bias
- Developing inclusive AI models
5.2 Ensuring Data Security and Privacy in AI Applications
- Protecting sensitive data used by AI systems
- Addressing risks of data breaches and unauthorized access
5.3 Accountability and Liability in AI Decision-Making
- Who is responsible when AI systems fail?
- Addressing the "black box" nature of AI

Module 6: Practical Tools for Implementing AI Governance
Objective: To equip participants with practical strategies and tools for implementing AI governance within their organizations.
6.1 Designing an AI Governance Framework
- Key elements of an AI governance structure
- Roles and responsibilities within AI governance teams
6.2 Developing Policies for Ethical AI Use
- Crafting AI ethics guidelines for organizations
- Integrating ethics into AI system design and deployment
6.3 Monitoring and Auditing AI Systems
- Continuous oversight of AI systems
- Tools and techniques for auditing AI models and outputs

Module 7: The Future of AI Governance and the Evolving Role of Chartered Secretaries
Objective: To explore future trends in AI governance and how the role of Chartered Secretaries will evolve.
7.1 Emerging Trends in AI Governance
- Advances in AI technology and their governance implications
- The growing role of AI in business strategy and decision-making
7.2 The Evolving Role of Chartered Secretaries in AI Governance
- The increasing importance of governance professionals in AI oversight
- Preparing for future challenges in AI regulation and ethics
7.3 Key Takeaways and Preparing for the Future
- Actionable insights for implementing AI governance in your organization
Developing skills to navigate future AI governance challenge

WEBINAR FEE

Category	Early Bird Fee per person (RM) (applicable for participant who register and **pay before 27/12/2024**)	Normal Fee per person (RM)	Group Fee per person (RM)* (For 3 or more registrations from the same organization)
MAICSA Member/ Affiliate/Graduate/Student	290	340	310
Non member	440	490	460
Retired MAICSA member	170	170	170
MAICSA Member's staff*	400	400	400
Fee includes course materials in digital form and e-certificate. Registration with HRDCorp grant**, the NORMAL FEE will apply. Discounted fee is NOT applicable.**			

MAICSA Member's Staff
**(i) applicable to the staff of MAICSA member (Sponsoring Staff) of the same organisation and billing
 (ii) NOT entitle to any other discounts
 (iii) The Sponsoring staff must be MAICSA active member
 (iv) MAICSA Affiliate CANNOT sponsor his/her staff.

ENQUIRIES:
Email: **training@maicsa.org.my**
Tel: **03-2282 9276 (ext 805)**
Attention: Ms Nor Falati

• Fee is payable to **MAICSA**

PAYMENT MODE:
Online transfer
RHB Account No: 2-64-094-0000-4232
Swift Code: RHBBMYKL
Note: Bank charges for telegraphic transfer will be borne by the client.

Please email the bank-in slip/ transfer advice to training@maicsa.org.my or fax to 603-2283 4492, for our verification and record.

Individual Registration: Full payment shall be made AFTER you have done the online registration.

Company Registration: Full payment shall be made 7 days **BEFORE** the webinar.
• Access to join the webinar shall be granted only upon full payment as per the above requirement.
• **NO Letter of undertaking is accepted.**

Upon successfully registration, you are deemed to have read and accepted the terms and conditions.

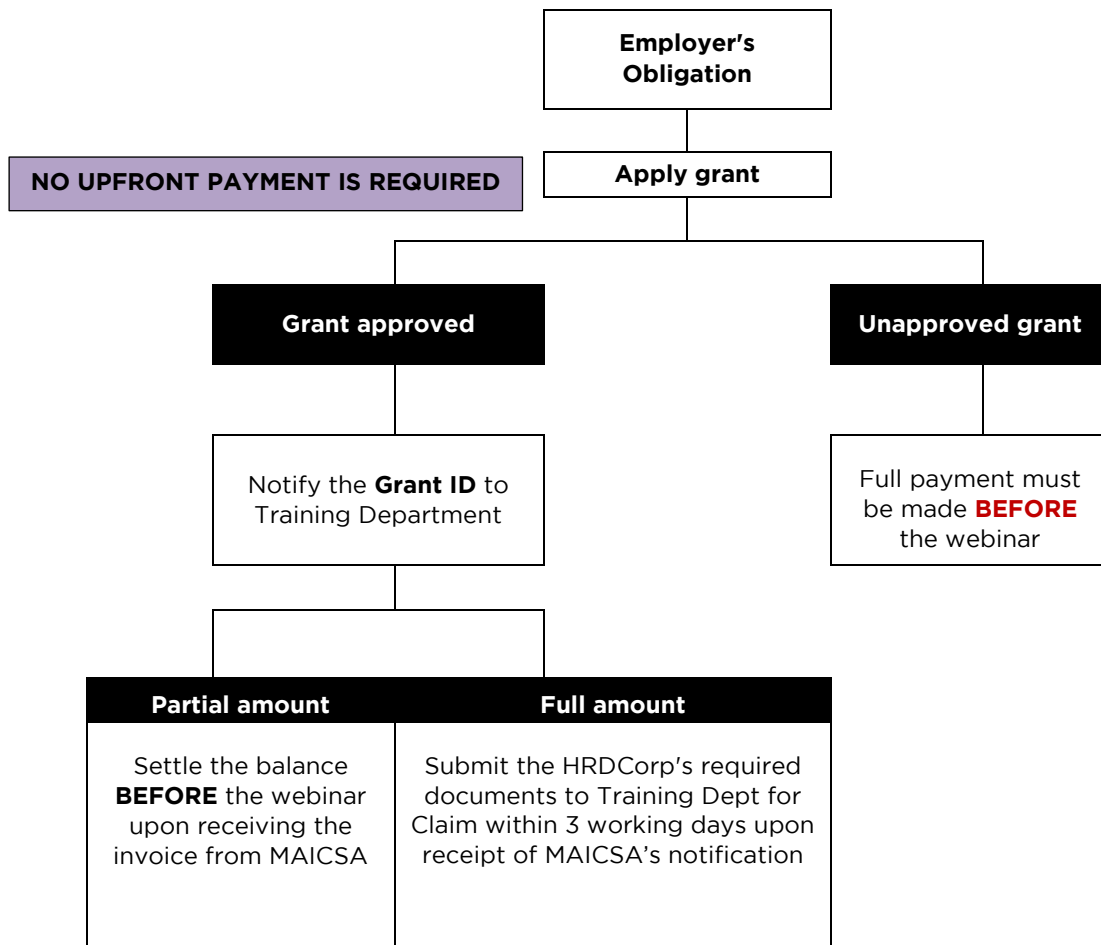**TERMS & CONDITIONS FOR WEBINARS**

WEBINAR ACCESS LINK
• The Access Link will be emailed at least one day before the commencement of the webinar.
• The Access Link is unique and should not be forwarded/shared with others.
• **Participants may log-in at 8.45am**

HRD CORP (FOR CLAIMABLE EVENTS ONLY)

MAICSA is an approved Training Provider registered under 'The Malaysian Institute of Chartered Secretaries and Administrators' **(MyCoID: 1472 (SEL).**

• To make full payment to MAICSA as per the issued Invoice within 14 working days upon receipt of MAICSA's notification in the event the approved training fee is cancelled by HRDCorp due to non-compliance on the part of the participant or his/her employer or any valid reasons stipulated by HRDCorp.

SBL KHAS
REMOTE ONLINE TRAINING (PUBLIC)
HRDCORP TRAINING PROG.NUMBER.: TO BE ADVISED

```
                          ┌─────────────────┐
                          │   Employer's    │
                          │   Obligation    │
                          └─────────────────┘
                                   │
┌───────────────────────────┐  ┌─────────────────┐
│ NO UPFRONT PAYMENT IS      │  │   Apply grant   │
│ REQUIRED                   │  └─────────────────┘
└───────────────────────────┘
```

Grant approved	Unapproved grant
Notify the **Grant ID** to Training Department	Full payment must be made **BEFORE** the webinar

Partial amount	Full amount
Settle the balance **BEFORE** the webinar upon receiving the invoice from MAICSA	Submit the HRDCorp's required documents to Training Dept for Claim within 3 working days upon receipt of MAICSA's notification

CANCELLATION/REFUND/REPLACEMENT/TRANSFER

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- For written cancellation received with minimum seven (7) days' notice from the date of the webinar, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the webinar, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations include those registrations with HRDCorp grant will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the webinar or for participants who failed to join the webinar. Unpaid registrations include registrations with HRDCorp grant will also be liable for full payment of the registration fee.
- Replacement of participant and transfer of webinar are not acceptable.

CERTIFICATE OF ATTENDANCE AND CPD HOURS

- Participants will be issued with an e-certificate of attendance and full payment and awarded CPD hours upon strict compliance of the following terms:
  - Remain logged in at least 75% of the time allocated for the webinar,
  - Submit the feedback form within 3 days after the completion of the webinar
- Delegates may check their E-certificates from this link **https://www.maicsa.org.my/resources/cpd-training/e-certificate-of-attendancee-confirmation-letter-of-attendance** within 5 working days after the webinar.
- For MAICSA members, the CPD hours will be credited into the CPD Tracker System within 14 days of the webinar for participants who have complied with all terms and conditions stipulated herein.
- For MAICSA members who are also PC Holder, please contact SSM for the calculation and recognition of CPD Hours for online training held by MAICSA.
- For non MAICSA members, please contact your professional body or regulator for the calculation and recognition of CPD Hours for courses held by MAICSA.

COPYRIGHT

The materials of the webinar 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.

MAICSA disclaims responsibility for the materials of this programme. Neither the MAICSA, its Council 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 webinar.

DATA PROTECTION

Information given by the participants to MAICSA is true, accurate and to the best of their knowledge. The participants have read and agreed with the Privacy Notice as stated on MAICSA's official website and therefore, allow MAICSA to collect, process, store and use the participants' data other than what is provided under the Personal Data Protection Act 2010.

EXCLUSION OF LIABILITY

This webinar shall not constitute an endorsement of the speaker(s) by MAICSA and MAICSA shall not be liable for whatsoever circumstances arising from any engagement between the speaker(s) and the webinar's participants.

DISCLAIMER

MAICSA reserves the right to change the speaker(s), date(s), time(s) and to cancel the webinar should circumstances beyond its control arise. MAICSA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MAICSA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.