

# ProActive Leadership: COL Programme on Gen AI for Vice Chancellors

## Track 1: Generative AI for Leadership

### Course 1: The Role of the CEO in Navigating GenAI (4 hours)



This course guides CEOs and senior leaders in leveraging Generative AI, focusing on its transformative potential in leadership. With insights from experts like Andrew Ng (Coursera) and Hayden Brown (Upwork), participants explore AI's role as a 'thought partner' in decision-making, information synthesis, and communication. Through hands-on experiences in a live GenAI environment, leaders will learn how to enhance their strategic impact. Guest lecturers offer an executive summary on AI's capabilities and limitations.

**Instructor:** Jeff Maggioncalda, CEO, Coursera

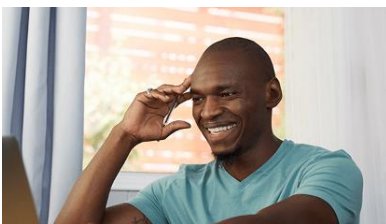
**Instructor rating:** 4.9 out of 5.0

### Course 2: Generative AI for Executives and Business Leaders (3 hours)



IBM AI Academy offers this course to raise executive awareness on AI's capabilities. Designed for CEOs and business leaders, it provides a foundational understanding of generative AI, covering its definition, business value, and key applications like customer service and application modernisation. The course emphasises AI trust and transparency and features insights from IBM thought leaders. It is self-paced, requires no prior AI experience, and aims to help leaders leverage AI for strategic business outcomes.

### Course 3: Google AI Essentials (about 10 hours)



Google AI Essentials is a self-paced course designed to teach essential AI skills for boosting productivity, with no prior experience required. Taught by Google AI experts, the course covers practical applications of AI, such as generating ideas, organising events, and automating tasks like drafting emails. Learners will also explore writing effective prompts and using AI responsibly.

## Track 2: Artificial Intelligence for Decision Makers

### Course 1 Generative AI for Leaders (about 5 hours)

This course empowers leaders to harness Generative AI. Participants gain hands-on experience in using AI for agenda creation, proposal analysis, communication, HR dynamics, and leadership transitions. The course highlights the practical benefits of AI, including boosting productivity by automating tasks and enhancing decision-making. It also addresses key leadership challenges, such as managing staff anxiety around AI. Leaders will explore the underlying principles of Generative AI, its role in augmented intelligence, and its potential to revolutionise leadership beyond the impact of the Internet.



**Instructor:** Jules White, Vanderbilt University

**Instructor Rating:** 4.9/5.0 with over 500,000 learners

### Course 2 Trustworthy Generative AI (about 8 hours)



This course addresses common misconceptions about Generative AI, such as errors caused by improper use. It emphasises that hallucinations in AI outputs are a feature, not a bug, when problems are framed correctly. The course teaches participants how to assess whether problems are suitable for AI, reduce risk through proper problem framing, and use prompt engineering for more reliable results. Participants will learn to verify outputs, apply AI for ideation, and use

AI to augment human creativity and reasoning in ethical, productive ways.

**Instructor:** Jules White, Vanderbilt University

**Instructor Rating:** 4.9/5.0 with over 500,000 learners

### Course 3 AI for Decision Makers (about 13 hours)



This course introduces AI's growing impact across disciplines, focusing on its benefits, challenges, and ethical considerations. It provides leaders with foundational knowledge of AI, including its workings, ethical concerns, and strategic applications in the workplace. With minimal jargon and a playful approach, it teaches how to leverage AI for efficiency and innovation. Participants will learn to identify AI technologies, understand AI limitations, address ethical concerns, and

create adaptable AI policies. The course is ideal for leaders, interested in AI's potential in business, nonprofits, and technology-driven environments.

**Team of instructors** lead by Ava Hoffman, Fred Hutchinson Cancer Center.

## Supplementary: Track Zero (optional)

### Course: Generative AI for University Leaders (about 5 hours)

This course equips university leaders with a foundational understanding of generative AI, enabling them to make informed strategic decisions. As generative AI reshapes industries and the skills required for employability, universities must innovate to remain competitive. The course explores AI's potential to transform university operations, from automating administrative tasks to enhancing learning. It also provides insights into platforms, infrastructure, and policies needed for AI integration, helping institutions foster an interdisciplinary culture of innovation and prepare students for the future of work.

#### Instructors:

Jeff Maggioncalda, Coursera

Jules White, Vanderbilt University

#### Duration

Completing all of the short courses in both tracks will likely take about 30 hours, which could probably comfortably be completed over a period of about six weeks.

We have a limited number of spaces available, so we will need to offer the course in consecutive cohorts as follows:

#### Cohort 1

November 01, 2024 to December 13, 2024

#### Cohort 2

January 10, 2025 to February 21, 2025

Virtual regional meeting 1 TBA

#### Cohort 3

March 03, 2025 to April 11, 2025

#### Cohort 4

April 21, 2025 to May 30, 2025

Virtual regional meeting 2 TBA

#### Cohort 5

June 9, 2025 to July 18, 2025

#### Cohort 6

July 28, 2025 to September 5, 2025

#### Cohort 7

September 8, 2025 to October 17, 2025

Virtual regional meeting 3 TBA

## COL Support Team

Although the courses are self-contained, one of the members of the COL support team might reach out from time-to-time, for example when we have confirmed details of a regional meeting. The team members would be available to support learning besides the Coursera Coach and the built-in helpdesk if needed.

The COL Support Team comprises:



**Dr Venkataraman Balaji**  
Vice President



**Dr Jyotsna Jha**  
Director: Skills



**Dr Tony Mays**  
Director: Education



**Dr Basheerhamad  
Shadrach**  
Director



**Professor Jane-  
Frances Agbu**  
Adviser: Higher Education



**Dr Schontal Moore**  
Adviser: VUSSC



**Dr Jako Olivier**  
Adviser: Higher Education