AI Syllabus for Cultural and Business Leaders (20 Sessions)

Here's a 20-session AI literacy and strategy syllabus tailored for a seasoned business and arts leader like your friend.
It's designed to give him breadth (what AI is, what it can do, what risks exist) and depth (how it reshapes fundraising,
governance, and culture), without requiring him to code. Each session is ~1 hour, with some involving discussion, case studies,
or light demonstrations rather than technical work.

Session 1: What is AI? A Gentle Introduction

- Plain-language overview of AI: what it is, what it isn't.
- Analogy-rich explanations (e.g. AI as autocomplete on steroids).

Session 2: How AI Works (Without the Math)

- Core ideas: data, training, models, probabilities.
- What terms like "neural network" and "machine learning" mean conceptually.

Session 3: Major Types of AI Tools

- Text generation, image generation, video, audio, multimodal AI.
- Live demonstration of each category.

Session 4: AI and the Human Creative Process

- How artists, musicians, and writers are experimenting with AI.
- Implications for cultural institutions.

Session 5: AI in Business and Organizational Strategy

- AI for efficiency, marketing, audience insights.
- Impacts on governance and fundraising.

Session 6: AI Ethics and Responsible Use

- Bias, transparency, accountability.

- Case examples of ethical controversies.

Session 7: AI and Bias in Decision-Making

- How biased data leads to unfair outputs.
- Strategies for awareness and mitigation.

Session 8: AI and the Future of Work

- Automation vs. augmentation.
- New skills leaders need.

Session 9: AI in Marketing, Communication, and Fundraising

- Personalization, donor analytics, campaign optimization.
- Case studies in nonprofit fundraising.

Session 10: AI in Data and Analytics

- Turning raw organizational data into usable insight.
- Predictive analytics for audience development.

Session 11: AI in Cultural Institutions

- Museums, galleries, orchestras using AI today.
- How institutions are navigating authenticity questions.

Session 12: AI in Education and Public Engagement

- AI for interactive learning, tours, and outreach.
- Risks of misinformation.

Session 13: AI and Intellectual Property

- Who owns AI-generated works?
- Lawsuits, licensing, and copyright changes.

Session 14: AI and Global Perspectives

- Different countries' approaches to AI.
- How global regulation and norms diverge.

Session 15: AI and Human Values

- Can AI reflect cultural nuance, empathy, and judgment?
- Limits of machine creativity.

Session 16: AI and Regulation

- Government policies, pending laws, institutional self-regulation.
- What boards should know.

Session 17: AI and Risk Management

- Cybersecurity, misinformation, reputational risks.
- Scenario planning.

Session 18: AI and Collaboration Between Sectors

- Partnerships between tech companies and nonprofits.
- Risks of dependence.

Session 19: AI Futures and Emerging Technologies

- What's coming: general intelligence, robotics, brain-computer links.
- Speculative but strategic thinking.

Session 20: Pulling it All Together

- Reviewing what's been learned.
- How to keep AI literacy up to date.

■ **Format suggestion:**
Each session = 15–20 minutes of overview, 20–30 minutes of case studies/examples, 10–15 minutes of open discussion/Q&A.;

Optional: invite guest speakers (consultants, technologists, artists experimenting with AI).

This structure should leave your friend feeling not like a coder, but like a strategic AI-literate leader, able to guide conversations
with consultants, advise boards, and spot opportunities.