VRIJE UNIVERSITEIT AMSTERDAM

# Leadership in the age of Generative AI

SYLLABUS

VU Amsterdam Summer School

DATE: 20 July to 24 July, 2026

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Any general questions for the Summer School support team? Contact amsterdamsummerschool@vu.nl.

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## Course Details

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|---|---|
| Title | Leadership in the age of Generative AI |
| Coordinator(s) | Sneha Saha |
| Other lecturers | Peter van der Sijde, Kees Boersma |
| Form(s) of tuition | On campus |
| Approximate contact hours | 35 |
| Approximate self-study hours | 21 |

## Teaching staff (in order of appearance)

Sneha Saha is received her doctorate in the thesis titled "Value co creation in an emerging domain" in 2025 at Vrije Universiteit. She has worked across diverse roles with over 9 years of experience in the biotech, global heath, teaching, mentoring & managing EU based collaborative projects and Department of Biotech, India projects.

Professor Emeritus at VU University Amsterdam, this distinguished scholar formerly held dual appointments across the Faculties of Science and Social Science. They have spearheaded multiple Master's programs as Educational Director, focusing their research on the intersection of entrepreneurship, university-industry interaction, and knowledge valorization. Today, they continue to engage at the forefront of organizational science and technological innovation.

## Course description

Designed around a scaffolded and multi-layered learning model, this course transitions students from foundational self-study to active, inquiry-based workshops focused on the framing of AI intelligence. By applying theoretical frameworks to real-world industry reports and public discourse, students develop the critical evaluative skills necessary to navigate complex ethical and regulatory environments. The instructional design emphasizes peer review and collaborative knowledge construction, ensuring students can synthesize diverse perspectives into a cohesive, evidence-based final presentation.

## Learning objectives

- Define core concepts like Generative AI and tech policy, identify the key stakeholders in the debate, and outline the common benchmarks used to measure AI intelligence.
- Analyze how various groups interpret AI benchmarks and regulatory debates differently to shape the public's understanding of "AI intelligence."
- Apply course frameworks to analyze corporate messaging and identify how the technology is framed for an international business context.
- Synthesize these elements to present findings on a comprehensive strategy for the ethical use of conversational AI.

## Assignments and Assessment

Through self-study materials, students will first develop a foundational understanding of the research and leadership frameworks necessary to guide their proposal writing. This preparation leads into a collaborative workshop where students collect, draft, and evaluate their proposals through peer discussions and leadership lens. The individual and group assessments—comprising Feedback Fruits (10%), a 3–4-page proposal (30%), a final presentation (50%), and participation (10%)—test the student's ability to apply leadership frameworks to emerging tech policy and collaborate on ethical AI solutions.

## Provisional reading list

1. How do we know how smart AI systems are? | Science
2. Why AI chatbots lie to us | Science
3. The Bright Side of AI in Marketing Decisions: Collaboration with Algorithms Prevents Managers from Violating Ethical Norms | Journal of Business Ethics
4. [2506.03218] Beware! The AI Act Can Also Apply to Your AI Research Practices
5. A systematic review of early evidence on generative AI for drafting responses to patient messages | npj Health Systems
6. On the Study of Process in Communication Research: Annals of the International Communication Association: Vol 36, No 1
7. Direction, alignment, commitment: Toward a more integrative ontology of leadership - ScienceDirect
8. Developing the theory and practice of leadership development: A relational view - ScienceDirect
9. Value co creation in an emerging domain. Chapter 2. Doctoral thesis Sneha Saha at VU repository.https://research.vu.nl/en/publications/value-co-creation-in-an-emerging-domain-the-case-of-g-protein-cou/

Additionally, students could explore the 80,000 Hours video library as a provisional watching list to deepen their understanding about AI global risk and safety.

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# Course Schedule

| *Day* | *Previous reading* | *Morning*<br>*10-12* | *Afternoon*<br>*13-15* |
|---|---|---|---|
| *Monday, July 20* | *Yes* | *Leadership in the age of Gen AI : defining concepts, stakeholders, and key benchmarks.* | *Conduct on campus interviews in pairs and present findings 5 –7 minute presentation (1 hour)* |
| *Tuesday, July 21* | *Yes* | *Analyze GenAI adoption in society and governance to initiate proposal development.* | *Write a 3 page proposal development for conducting focus group interviews* |
| *Wednesday, July 22* | *Yes* | *Coordinate and refine proposals through collaborative peer review and discussion.* | *Classes end early* |
| *Thursday, July 23* | *Yes* | *Present research-backed plans for peer feedback and guided learning* | *Conduct, analyse and transcribe* |
| *Friday, July 24* | *Yes* | *Conclude with presentations, guest insights, and collaborative reflective practice.* | *Classes must stop* |