Programme Specification

AI Leadership: AI Strategy and Opportunity (Apprenticeship: Corporate - Open) (Level 5 online unit)

For students entering Part 1 in September 2027 **UATAILU5ZZDA**

This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	6 weeks (online delivery)
Accreditation	Aligned to the Level 5 AI Leadership and Strategy Apprenticeship Standard (Institute for Apprenticeships and Technical Education). Delivered by Henley Business School (AACSB, EQUIS).
QAA Subject Benchmarking Group	Occupational Standard: related Apprenticeship programmes: Artificial intelligence (AI) and automation practitioner Chartered manager (degree) Machine learning engineer Senior leader

Programme information and content

AI Leadership: AI Strategy & Opportunity is a six-week, fully online apprenticeship unit designed for senior leaders and decision-makers responsible for setting, communicating and governing AI strategy within their organisations. The programme is delivered by Henley Business School, University of Reading, and is aligned to the Level 5 AI Leadership and Strategy Apprenticeship Standard.

Session 1:	Session 1 — Organisational Leadership: AI Strategy and Policy. Learners examine their organisation's AI readiness and leadership responsibilities, explore governance frameworks, and build the business case for responsible AI adoption. The Action Learning Set introduces peer-led enquiry as a structured method for addressing real organisational challenges.
Session 2:	Session 2 — Evaluating Opportunities for AI-Driven Improvement. Learners develop the analytical capability to identify, evaluate and prioritise AI opportunities using qualitative and quantitative methods, including risk assessment and horizon scanning. The Action Learning Set theme is Understanding the Challenge, encouraging learners to articulate their own organisational AI challenge with clarity.
Session 3:	Session 3 — Engaging Stakeholders to Build Support for AI Strategy and Adoption. Learners explore how to communicate AI strategy to diverse stakeholders, including non-technical audiences. The session addresses stakeholder mapping, narrative building and overcoming resistance. The Action Learning Set theme is Identifying Stakeholders' Views and How to Overcome Barriers.

Session 4:	Session 4 — Preparing for Implementation: Assessing Viability and Risks. Learners move from strategy to implementation planning, focusing on feasibility assessment, pilot design, risk management and investment prioritisation. The Action Learning Set theme is How to Identify Actions, supporting learners to move from analysis to concrete next steps.
Session 5:	Session 5 — Future-Proofing: Monitoring and Responding to Emerging Technologies and Trends. Learners prepare to lead continuously adaptive organisations, covering AI implementation monitoring, outcome evaluation and horizon scanning. The Action Learning Set theme is How to Keep an Open Mind, reinforcing reflective leadership and lifelong learning.

Programme Learning Outcomes - AI Leadership: AI Strategy and Opportunity (Apprenticeship: Corporate - Open) (Level 5 online unit)

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

	Learning outcomes
1	Demonstrate organisational leadership in setting AI policy and strategy, including articulating business cases, detailing implications for the workforce, and addressing reputational and sustainability considerations to inform sound decision-making.
2	Evaluate opportunities for AI-driven improvement using qualitative and quantitative evidence, including the rigorous assessment of risk and unintended consequences.
3	Define, document and communicate an AI strategy that is aligned to organisational goals, values and risk appetite, and that commands support from key stakeholders.
4	Assess the viability and risk of AI use cases and pilots, identifying priority investment areas that appropriately balance productivity gains against feasibility, impact and organisational readiness.
5	Engage a broad range of stakeholders — including non-technical audiences — to build understanding and support for AI strategy and adoption.
6	Critically evaluate and monitor the implementation of AI adaptations, including effective responses to emerging AI technologies and evolving trends.

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

Module information

The programme comprises one module with five weekly sessions, all compulsory, delivered online. Each session includes a 4-hour interactive workshop, a 2-hour Action Learning Set and a workplace application task.

Part 3 Modules:

Module	Name	Credits	Level
MQ2ASO	AI Strategy and Opportunity	0	5

The programme comprises one module with five weekly sessions, all compulsory, delivered online. Each session includes a 4-hour interactive workshop, a 2-hour Action Learning Set and a workplace application task.

MQ2ASO is not credit-bearing. All five sessions are compulsory.

Teaching and learning delivery:

Teaching and learning for this programme is delivered entirely online. Each of the five weekly sessions comprises: (1) a four-hour interactive online workshop featuring live facilitated sessions, case studies and group exercises; (2) a two-hour Action Learning Set in which small groups of learners work through real organisational AI challenges using structured peer enquiry; and (3) a workplace application task through which learners apply the week's learning directly to their own organisation between sessions. All materials, resources and assessments are hosted on the University's Canvas virtual learning environment. Elements of the programme make use of AI-assisted tools for reflection and analysis, with appropriate scaffolding and human oversight built in. Learners are expected to undertake guided independent study in addition to scheduled contact hours, including pre-session reading and progressive drafting of their capstone report.

Accreditation details

This programme is aligned to the Level 5 AI Leadership: AI Strategy & Opportunity Apprenticeship Unit, as approved by the Institute for Apprenticeships and Technical Education (IATE). It is delivered by Henley Business School, University of Reading, which holds accreditation from AACSB International and EFMD (EQUIS).

Assessment

The programme is assessed via a single 2,500-word capstone report submitted at the end of Week 6, supplemented by an employer-validated skills test aligned to the Level 5 AI Leadership Apprenticeship Unit.

This is a 6-week executive education course aligned to the Level 5 AI Leadership Apprenticeship Unit. Standard University of Reading undergraduate progression rules, exit award criteria and degree classification schemes do not apply. The short course is not credit-bearing. Programme completion is determined by a Pass/Fail outcome based on: (1) successful submission and pass of the 2,500-word capstone report; and (2) employer validation of the knowledge and skills test (capstone report) confirming attainment of the apprenticeship unit standard. There are no interim progression decisions, part-level threshold requirements or exit awards. A certificate of completion is awarded by Henley Business School.

Additional costs of the programme

All core learning materials, resources and readings are provided digitally via Canvas at no additional cost to learners. There are no required textbooks, fieldtrips, placements or specialist equipment. Learners require access to a computer and reliable internet connection for live online workshops and Action Learning Sets.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2026.

Students may consider purchasing a laptop to help support their learning. Information on recommended device specifications can be found on the DTS Student Hub.

For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at http://www.reading.ac.uk/module/. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.

AI Leadership: AI Strategy and Opportunity (Apprenticeship: Corporate - Open) (Level 5 online unit) for students entering Part 1 in session 2027/28
20 October 2026
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