

Generative AI (GenAI) Academy

Build Generative AI skills across your organization

Unlock innovation and productivity across all levels of your business with Generative AI (GenAI) training and hands-on practice taught by leading companies and universities.



Cutting-edge skills

Develop high-impact, in-demand GenAI skills via hands-on and tool-based learning that meets talent and team needs.



Trusted, high-quality content

Gain and grow skills with trusted content from GenAI industry and university experts for successful business application.



AI-powered tools

Maximize training impact with AI-powered learning tools like Coursera Coach and Course Builder (Expected Q2 '24).

Build essential and advanced GenAI skills

Meet the GenAI skills needs of every role in your organization with different content and format options for:



Generative AI for Everyone

Build foundational GenAI literacy and skill acquisition for employees at all levels with expert training and hands-on practice.



Generative AI for Executives

Empower senior leaders across your organization to identify, develop, and execute impactful GenAI business strategies.

















Generative AI for Teams















Enable cross-functional teams to innovate by understanding GenAI use cases and best practices unique to their business function.

Equip all employees with foundational literacy to advanced GenAI skills with trusted content from leading experts. Featured content includes:

GenAI for Everyone

-  GenAI for Everyone
-  ChatGPT Prompt Engineering for Developers
-  Prompt Engineering for ChatGPT
-  Generative AI Primer
-  Introduction to Generative AI
-  Generative AI: Ethical Considerations and Implications
-  Generative AI: Prompt Engineering Basics
-  Machine Learning Specialization
-  ChatGPT Playground for Beginners: Intro to NLP AI
-  Introduction to 365 Copilot (*Coming soon*)
-  Generative AI with Large Language Models
-  AI Foundations: Prompt Engineering with ChatGPT
-  Build AI Apps with ChatGPT, Dall-E, and GPT-4
-  Learn to Code with AI

GenAI for Executives

-  AI Awakening
-  Generative AI: Impact, Considerations, and Ethical Issues
-  Voice of Change - Communicating with Teams for Generative AI Adoption
-  Generative AI for Leaders
-  New Ways of Working in an AI World
-  Navigating Generative AI: A CEO's Playbook
-  Leveraging Virtual Assistants for Personal Productivity
-  Building an Ethical Framework in the Generative AI Landscape
-  AI for Decision Makers
-  New Workflows and New Opportunities
-  Responsible AI Development
-  Emerging Technology, Disruption, and AI
-  CEO Initiatives
-  Brainstorm AI



Scan to learn more

<https://www.coursera.org/business/generative-ai-academy>

Microsoft

Stanford ONLINE

DeepLearning.AI

Google Cloud

IBM

VANDERBILT UNIVERSITY

aws

London Business School

intel.

UNIVERSITY OF MICHIGAN