

Stay Ahead with Babson On-Demand™ Digital Learning for Life

In today's fast-paced business landscape, staying competitive requires continuous growth. For executives and professionals, learning doesn't stop at an undergraduate degree—it's a lifelong journey.

How does Babson On-Demand™ Work?

This new portfolio of courses offered by Babson College provides you with the flexibility to upskill both you and your team on your own schedule. Taught by our world-class faculty and thought leaders, these courses provide access to cutting-edge insights, leadership strategies, and industry innovations. It's learning anywhere, anytime, at any age.

EARN A BADGE

- » Just-in-time asynchronous learning
- » Microcredential
- » Skill focused
- » Approx. 3-4 hours of time commitment
- » Includes asynchronous faculty instruction and learning exercises
- » Earns a digital badge for posting on LinkedIn/resume
- » Badges are stackable and can be bundled to earn a certificate
- » Taught by world-class faculty and thought leaders



EARN A CERTIFICATE

- All aspects of the digital badge PLUS ...
- » 3 curated, stacked badges (approx. 10-15 hours)
 - » Earns a digital certificate for posting on LinkedIn/resume
 - » Connects learners to Babson's Graduate School programs



Invest in your future and your organization's future with the convenience, efficiency, and impact of Babson On-Demand™.

Why Babson On-Demand™ for Digital Learning?

With a reputation for excellence in business education and a deep focus on entrepreneurial leadership, Babson's On-Demand™ digital learning programs offer a competitive edge that sets our learners apart:

- » Designed for action-oriented leaders
- » Defines real-world strategies that can be applied immediately
- » Blends academic rigor with practical insights from industry experts
- » Ensuring executives gain relevant, high-impact skills that drive results
- » Robust offering of courses in leadership, strategy, innovation, finance, and more
- » Empowers you to lead with confidence in a rapidly evolving business world

COURSE TOPICS OFFERED

Cultivating Growth

Innovation and Creativity

Analytical Thinking

Leading for Change

Artificial Intelligence

Finance and Accounting

Explore Babson On-Demand today! »

Stack Your Skills and Save:

Purchase a Certificate to Save on Badges

Maximize your learning and save 20% by purchasing a Babson On-Demand™ certificate bundle. When you buy a certificate (which includes three courses, each valued at \$300), you get all three at a bundled price—20% less than if you purchased each course separately.

CERTIFICATE:

Concept to Customer: Prototyping and Market Evaluation

Learn to turn ideas into market-ready solutions through prototyping, customer discovery, and opportunity evaluation. This certificate empowers you to reduce risk, validate concepts, and build customer-centered strategies using Babson's Entrepreneurial Thought & Action® approach.

COURSES INCLUDED:

- » Identifying and Attracting Customers
- » Opportunity Evaluation
- » Prototyping Basics

COST: \$720

CERTIFICATE:

Financing and Pitching Your Venture

Master the essentials of startup funding and investor communication. This certificate helps you evaluate financing options, craft compelling pitches, and develop fundraising strategies that align with your venture's goals and growth potential.

COURSES INCLUDED:

- » Introduction to Capital
- » Pitching Yourself and Your Ideas
- » Your Business and Its Value

COST: \$720

CERTIFICATE:

Innovation and Growth Leadership

Build the mindset and skillset to lead innovation with confidence. This certificate explores ideation, experimentation, and scaling through Babson's Entrepreneurial Thought & Action® framework—equipping you to drive meaningful change in dynamic, real-world environments.

COURSES INCLUDED:

- » Designing for Change and Impact
- » Innovator's DNA and Creativity
- » Strategic Innovation for Organizations

COST: \$720

CERTIFICATE:

Startup Finance and Strategy

Build essential financial skills to guide smart business decisions. This certificate covers venture economics, financial statements, and capital strategy—equipping you to assess profitability, understand funding impacts, and create a sustainable, growth-ready business model.

COURSES INCLUDED:

- » Business Model Basics
- » Introduction to Capital
- » Venture Economics and Accounting

COST: \$720

CERTIFICATE:

Thinking and Acting Like an Entrepreneur

Develop an entrepreneurial mindset rooted in action, adaptability, and purpose. This certificate teaches you to solve real-world problems, embrace smart risks, and create sustainable impact using Babson's Entrepreneurial Thought & Action® methodology.

COURSES INCLUDED:

- » Designing for Change and Impact
- » Entrepreneurial Mindset
- » Problem Solving, Purpose-Driven Social Impact

COST: \$720

For all course descriptions:

courses.babson.edu