BABSON COLLEGE

AI in Action: From Prompts to Innovation

Certificate in AI & Innovation
Professional Program Dossier

In collaboration with:

ḟFounderz | ■■ Microsoft

Introducing a new standard in AI education

Artificial intelligence is rapidly redefining how organizations **operate, innovate, and compete.** Across industries, professionals are being called to make decisions in environments shaped by **automation, data, and accelerated technological change**. The leaders who will succeed in this new landscape are those who not only understand AI conceptually but can apply it strategically, creatively, and ethically.

The Certificate in AI & Innovation, developed by Babson College in collaboration with Founderz, has been designed to meet this need with precision. Delivered entirely online and structured around four applied learning badges, the program equips participants with the practical skills, frameworks, and tools required to lead confidently in an AI-driven world.

Why AI matters now: a daily essential for professionals

+25% salary increase in jobs that require AI knowledge. *- PWC*

6 out of 10 executives state that they would not hire anyone who cannot demonstrate AI knowledge. *- Microsoft and Linkedin*

78% of global companies are already using AI in their operations. - McKinsey

AI competence is not simply beneficial; **it is becoming a core expectation across roles, organizations, and geographies.**

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About Founderz: A Leading Institution in applied AI education

Babson College is proud to collaborate with Founderz, an institution widely recognized across Europe for its leadership in AI-focused business education. Founderz brings a strong track record of impact, scale, and innovation that aligns closely with Babson's commitment to preparing entrepreneurial leaders for the future of work.

Global reach and demonstrated impact

More than	Over	More than
350k	**50**	**1,400**
learners trained worldwide	countries represented among the participants	organizations supported through practical AI-readiness and upskilling programs

Learning by doing

Participants engage in practical challenges, real-world case analyses, and hands-on experimentation. The program emphasizes immediate applicability to professional contexts, empowering learners to:
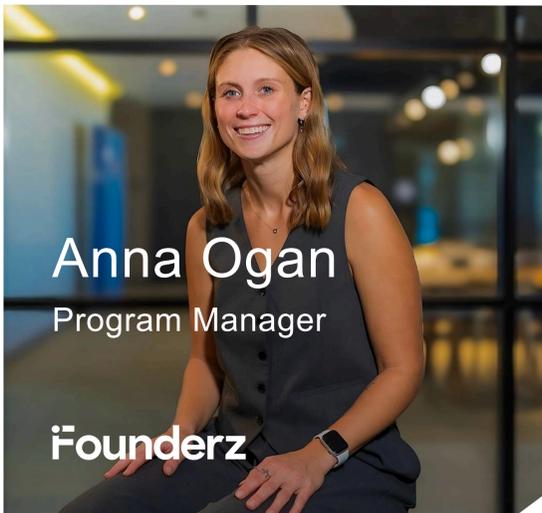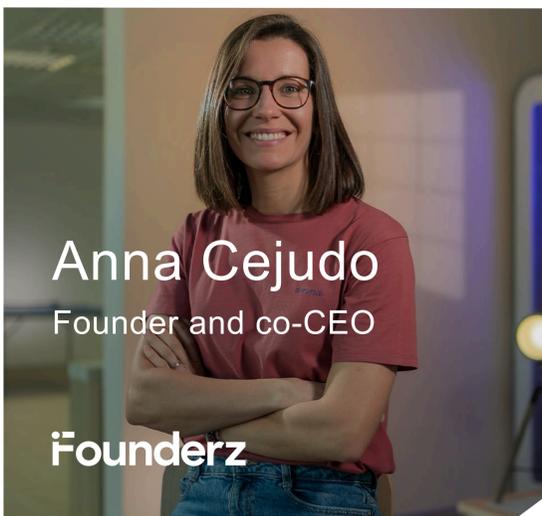
- Integrate AI into core tasks and business decisions.
- Develop prototypes and automation agents.
- Solve operational challenges with AI frameworks.
- Stimulate creative ideation and communication through generative tools.
- Lead teams with enhanced data-driven insight.

No prior technical background or formal qualification is required.

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Meet our expert faculty

The program is taught by a distinguished team of experts, including founders, executives, applied scientists, architects, and innovation leaders from organizations such as Microsoft and Founderz. Their combined experience ensures a learning environment grounded in real-world insight, industry relevance, and cutting-edge practice.

Anna Cejudo
Founder and co-CEO
Founderz

Jeana Jorgensen
Vice President of Worldwide Learning
Microsoft

Nina rap
Business Group Lead for ModernWork
Microsoft

Anna Ogan
Program Manager
Founderz

Mihaela Vorvoreanu
Principal Applied Scientist
Microsoft

Jeff Effrey
Founder & CEO of Vital Competence
Vital Competence

Andrea Fogel
Senior Global Solution Architect - AI Business Solutions - AI Workforce
Microsoft

Usman Afzal
Solution Architect and Productivity Coach
Microsoft

Stuart Ridout
Global Customer Success Technical Strategy Leader
Microsoft

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What sets this program apart

A collaborative advantage

The program brings together Babson's academic excellence, Founderz's global leadership in applied AI training, and the internationally recognized support of Microsoft.

Practical, action-focused pedagogy

Every badge includes assignments, hands-on exercises, and projects that translate directly into workplace applications.

Designed for working professionals

This program is delivered 100 percent online, allowing you to progress at your own pace and making it fully compatible with demanding professional schedules.

A recognized, verifiable credential

Upon completion of the four badges, learners earn a digital Certificate in AI & Innovation jointly endorsed by Babson College, Microsoft, and Founderz.

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Program overview:
A Learning experience built
for impact

The Certificate in AI & Innovation provides a comprehensive journey from foundational literacy to advanced application. The program is entirely self-paced and delivered online, making it accessible for working professionals at any career stage.

Four learning badges

Starter badge: Fundamentals of AI

Establish a solid understanding of AI concepts, ethical considerations, and effective prompt engineering.

- Introduction to AI: The Origins of AI
- How AI is transforming the world: Understanding how AI is transforming the economy
- Prompt Engineering: Introduction
- Prompt Engineering: Best Techniques
- Introduction to AI: Navigating the Future
- Introduction to AI: Optimizing Your Day
- Demystifying AI: Common AI mistakes
- Responsible use of AI: Overreliance on AI

Badge 1: A Methodological Approach to AI and Innovation

Learn a structured, replicable process for AI-driven innovation: Tune, Hypothesis, Implement, Network, Knowledge.

- Harnessing the potential of AI: Rethinking innovation
- AI–THINK In Action: Introduction
- AI–THINK In Action: Stage one: T–Tune
- AI–THINK In Action: Gather data about the target audience
- AI–THINK In Action: Analyze your findings
- AI–THINK In Action: Stage two: H–Hypothesis
- AI–THINK In Action: Define the user persona
- AI–THINK In Action: Create the user persona
- AI–THINK In Action: Refine your ideas
- AI–THINK In Action: Stage three: I–Implement
- AI–THINK In Action: Create a website
- AI–THINK In Action: Stage four: N–Network
- AI–THINK In Action: Collecting real feedback
- AI–THINK In Action: Stage five: K–Knowledge

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Badge 2: Creating Video, Image and Sound Using AI

Apply generative AI tools such as Midjourney, DALL·E, and Runway ML to create visual, video, and audio content.

- Case studies: Music Evolution
- Case studies: Video Industry
- Case studies: AI and Art
- Art Tools and Technologies: LALAL
- Art Tools and Technologies: Aiva
- Art Tools and Technologies: Stable Audio
- Art Tools and Technologies: Music
- Art Tools and Technologies: Runway
- Art Tools and Technologies: Kapwing
- Art Tools and Technologies: Video
- Art Tools and Technologies: Stable Diffusion: OpenArt
- Art Tools and Technologies: DALL·E 3 & ChatGPT
- Art Tools and Technologies: Midjourney
- Art Tools and Technologies – Microsoft Designer
- Art Tools and Technologies – Image
- Revolutionizing creativity – How AI is transforming the creative landscape

Badge 3: Creating Agents and Solutions with AI

Build no-code AI solutions to automate workflows, enhance productivity, and improve customer experience.

- Agent Explorer
- Exploring Private AI Solutions

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