

## Introduction to Generative AI Badge

The Introduction to Generative AI Microcredential introduces learners to the fundamental concepts, terminology, and practical applications of Artificial Intelligence (AI) and Generative AI (GenAI). This credential provides a foundational understanding of AI technologies, including neural networks, large language models (LLMs), and the integration of AI tools in workplace applications such as Microsoft 365. Learners also gain introductory experience with prompt engineering techniques and explore ethical, social, and security implications of AI.

This is a stand-alone foundational badge, designed to provide an entry point into AI literacy and digital fluency. It may serve as a bridge to more advanced badges or courses in data analytics, business intelligence, or cybersecurity.

Competencies below are adapted to explicitly align with [NACE Career Readiness Competencies](#). Participants must receive at least 80% passing grades of all assignments or assessments to be eligible for this badge. All competencies must be rated at the Competent level or higher. Any rating at the Basic level will disqualify the participant from earning the badge.

Competency	NACE Alignment	Assessment Type	Level 1 – Basic (less than 80%)	Level 2 – Competent (80–89%)	Level 3 – Mastery (90–100%)
<p>AI Evolution &amp; Foundations:</p> <p>Describe the history and evolution of Artificial Intelligence (AI), Machine Learning (ML), Neural Networks (NNs), and Large Language Models (LLMs)</p>	<p><b>Critical Thinking:</b> analyzing information logically, connecting ideas</p> <p><b>Technology:</b> navigating new technologies, understanding modern systems</p> <p><b>Communication:</b> clearly explaining complex concepts</p>	Quiz	Demonstrates limited understanding of AI evolution; identifies only a few milestones or confuses key terms.	Accurately describes key stages in the evolution of AI, ML, NNs, and LLMs with correct terminology and examples.	Provides a comprehensive explanation of AI history and evolution, connecting milestones to current GenAI capabilities and trends.

<p>LLM Architecture &amp; Parameter Tuning:</p> <p>Identify and understand the building blocks of LLMs and how to tune parameters in training LLMs</p>	<p><b>Technology:</b> understanding digital infrastructures and emerging tools</p> <p><b>Critical Thinking:</b> interpreting complex systems and evaluating performance</p> <p><b>Career &amp; Self-Development:</b> learning new technologies and frameworks</p>	<p>Quiz</p>	<p>Recognizes basic LLM components (e.g., tokens, embeddings) but shows limited understanding of parameter tuning.</p>	<p>Correctly identifies key LLM building blocks (e.g., tokens, attention mechanisms, training data) and explains parameter tuning in simple terms.</p>	<p>Demonstrates deep understanding of LLM architecture and clearly explains how parameter tuning affects performance, bias, and accuracy.</p>
<p>Prompt Engineering &amp; Multimodal Interaction:</p> <p>Apply prompt engineering frameworks using multimodal applications to interact effectively with GenAI LLMs</p>	<p><b>Technology:</b> using digital tools to achieve goals</p> <p><b>Communication:</b> crafting clear prompts, exchanging ideas with AI systems</p> <p><b>Critical Thinking:</b> refining outputs through structured iteration</p> <p><b>Teamwork:</b> collaborating through shared prompt engineering methods</p>	<p>Hands-on exercises</p>	<p>Applies a prompt framework with limited structure or results; responses are inconsistent or off-target.</p>	<p>Successfully applies at least one prompt framework to interact effectively with text and multimodal GenAI tools; outputs are mostly relevant.</p>	<p>Demonstrates mastery in applying multiple prompt frameworks strategically to produce accurate, creative, and context-aware outputs across multimodal GenAI platforms (text, image, code, etc.).</p>

<p>Ethical, Social, and Security Implications of AI:</p> <p>Identify and understand industry risks, ethical and social responsibilities, and security challenges associated with AI</p>	<p><b>Equity &amp; Inclusion:</b> addressing bias, fairness, and responsible use</p> <p><b>Professionalism:</b> understanding ethical guidelines and digital responsibility</p> <p><b>Critical Thinking:</b> evaluating risk and societal impact</p> <p><b>Technology:</b> understanding safe use of emerging systems</p>	<p>Quiz</p>	<p>Identifies a few ethical or security issues but lacks depth or context.</p>	<p>Describes major ethical, societal, and security concerns (e.g., bias, misinformation, privacy) and explains their importance.</p>	<p>Thoroughly analyzes AI risks and ethics, providing thoughtful insight into responsible AI use and mitigation strategies.</p>
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