Professor Watson Announces Enhanced Entrepreneurship Course Curriculum to Drive Student Achievement

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Professor Watson has announced enhancements to the Small Business Management and Entrepreneurship course curriculum, incorporating case studies and one-on-one coaching sessions designed to accelerate student achievement in both academic and practical business applications.

The updated course structure, offered at Pima Community College, features guest speakers from the local business community and modules on digital marketing strategies, reflecting current market demands. These features respond to feedback from both academic students and local business owners who have participated in previous sessions.

The enhanced curriculum maintains its dual focus on theoretical foundations and practical applications, covering essential topics including market analysis, business plan development, customer validation, and investor pitch preparation. New additions include expanded coverage of digital transformation strategies, sustainable business practices, and crisis management protocols that have become increasingly relevant for small business owners.

"The entrepreneurship landscape continues to evolve rapidly, and our curriculum must evolve with it," said Dr. Greg Watson, course instructor and retired serial entrepreneur. "By integrating more real-world case studies and expanding our individual coaching sessions, we're creating deeper opportunities for student engagement while ensuring participants can immediately apply what they learn to their ventures."

A distinguishing feature of the program remains its small class sizes, which facilitate meaningful interactions between participants and allow for personalized attention. The course structure progresses through several stages, beginning with idea development and market opportunity identification, advancing through strategic

planning and customer validation, and culminating in venture launch preparation and investor pitch delivery.

The individual coaching sessions, now expanded from previous offerings, provide participants with dedicated time to work directly with Dr. Watson on specific business challenges. These sessions have proven particularly valuable for local business owners seeking immediate solutions to operational challenges while building their strategic management capabilities.

Recent participants have reported improvements in their business planning capabilities and strategic thinking skills. The combination of classroom instruction, hands-on projects, and direct mentorship creates multiple pathways for student success, accommodating different learning styles and business experience levels.

"What makes this program unique is its ability to serve both aspiring entrepreneurs who are just beginning their journey and established business owners looking to refine their strategies," noted Dr. Watson. "The diversity of perspectives in each cohort enriches the learning experience for everyone involved."

The course includes comprehensive modules on financial strategy, risk management, competitive analysis, and growth planning. Participants develop complete business plans throughout the program, receiving feedback from both Dr. Watson and guest entrepreneurs who share their experiences and insights.

Professor Watson brings decades of entrepreneurial experience to the classroom, having successfully launched and managed multiple ventures before transitioning to education. His commitment to giving back to the entrepreneurial ecosystem drives the continuous improvement of the curriculum, ensuring it remains relevant and impactful for all participants. The program operates through both Pima Community College and Entrepreneurship Essentials, providing flexible access options for interested participants.

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Professor Watson

Dr. Greg Watson is a retired serial entrepreneur, dedicated to giving back to the entrepreneurial ecosystem. He experienced dedicated college professor, thus a lifelong commitment to training, teaching, and giving to others was born

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