



## Professor Watson Enhances Entrepreneurship Course with Expanded Digital Business Modules

January 30, 2026

TUCSON, AZ - January 30, 2026 - PRESSADVANTAGE -

Professor Watson announces significant enhancements to the Small Business Management and Entrepreneurship course at Pima Community College, incorporating expanded digital transformation modules and real-world case studies to better prepare aspiring entrepreneurs for today's evolving business landscape.

The updated curriculum, which launches with the next course cycle, addresses the growing demand for practical digital business skills among both academic students and local business owners. The enhanced program maintains its foundation in traditional business principles while adding comprehensive coverage of e-commerce strategies, digital marketing fundamentals, and online customer engagement techniques.

"The entrepreneurship landscape has transformed dramatically, and our curriculum must evolve to ensure student success in this digital-first environment," said Dr. Greg Watson, Professor of Entrepreneurship at Pima Community College. "These enhancements provide participants with immediately applicable strategies they can implement in their ventures while building a solid theoretical foundation for long-term growth."

The restructured course now features eight core modules covering market opportunity identification, business plan development, financial management, and strategic growth planning. New additions include dedicated sessions on social media marketing, search engine optimization basics, and building online customer communities. Each module incorporates hands-on projects that allow participants to apply concepts directly to their business ideas or existing ventures.

A key innovation in the updated program focuses on student engagement through interactive virtual workshops and peer collaboration sessions. Participants work in small groups to analyze real business challenges, developing solutions that combine traditional business acumen with modern digital strategies. This collaborative approach has proven effective in fostering networking opportunities among local entrepreneurs and students.

The course structure accommodates both full-time students pursuing academic credentials and working professionals seeking practical business skills. Sessions blend theoretical instruction with practical application, ensuring participants gain actionable insights regardless of their background or experience level. Guest speakers from the local business community share their experiences and provide mentorship opportunities throughout the program.

Recent data from previous course iterations demonstrates strong outcomes in student achievement, with participants reporting increased confidence in business planning, improved understanding of market dynamics, and enhanced ability to evaluate business opportunities. Many graduates have successfully launched ventures or improved existing business operations using strategies learned in the program.

"We recognize that entrepreneurship education must balance academic rigor with practical relevance," added Dr. Watson. "Our approach ensures participants leave with both the knowledge and tools necessary to navigate today's competitive business environment successfully."

The enhanced curriculum also addresses contemporary challenges facing small businesses, including supply chain management, remote team coordination, and sustainable business practices. These additions reflect feedback from local business owners and align with current industry trends.

Professor Watson brings decades of experience as a serial entrepreneur to the classroom, having successfully launched and managed multiple ventures before transitioning to education. His practical experience combined with academic expertise creates a unique learning environment where theory meets application. The program operates through both Pima Community College and Entrepreneurship Essentials,

providing flexible access options for interested participants seeking to develop their entrepreneurial capabilities.

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For more information about Professor Watson, contact the company here: Professor Watson  
Greg Watson (520) 270-7020 [gregwatson@professorwatson.com](mailto:gregwatson@professorwatson.com)  
1255 N. Stone Ave. Tucson, AZ 85709-3000 (520)  
[270-7020gregwatson@professorwatson.com](mailto:270-7020gregwatson@professorwatson.com)

## **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*

Website: <https://professorwatson.com/>

Email: [gregwatson@professorwatson.com](mailto:gregwatson@professorwatson.com)

Phone: (520) 270-7020

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