Professor Watson Introduces New Business Innovation Lab Component to Entrepreneurship Course

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Professor Watson has introduced a Business Innovation Lab as the latest component of the Small Business Management and Entrepreneurship course at Pima Community College, providing participants with access to collaborative workspace and mentorship resources designed to accelerate venture development. The new lab component launches alongside the upcoming eight-week course session beginning next month.

The Business Innovation Lab represents a structural addition to the existing curriculum, offering dedicated space where course participants can develop business concepts, test market assumptions, and receive feedback from experienced entrepreneurs. The lab operates during extended hours to accommodate both traditional students and working professionals enrolled in the program.

"The Business Innovation Lab creates an environment where theoretical concepts translate directly into practical application," said Dr. Greg Watson, Professor of Entrepreneurship at Pima Community College. "Participants gain access to resources and mentorship that traditionally exist only in private incubators, making entrepreneurial development more accessible to our community."

The lab features designated workstations, meeting areas for team collaboration, and technology resources for market research and business planning. Each participant receives allocated lab hours as part of their course enrollment, with additional time available based on project requirements. The space facilitates both individual work and group projects that form core components of the curriculum.

The Small Business Management and Entrepreneurship course maintains its eight-module structure covering business fundamentals, market analysis, financial planning, and digital commerce strategies. The Business Innovation Lab enhances these modules by providing space for hands-on application of concepts introduced in classroom sessions. This approach promotes student success through immediate implementation of learned strategies.

Integration of the lab component addresses feedback from previous course participants who identified the need for dedicated workspace and structured mentorship opportunities. The addition aligns with national trends in entrepreneurship education, where institutions increasingly provide experiential learning environments beyond traditional classroom settings.

Mentorship sessions within the lab connect participants with regional business leaders who provide guidance on venture development, market entry strategies, and operational challenges. These sessions occur weekly, with mentors rotating to ensure diverse perspectives and industry expertise. The mentorship component strengthens student engagement by establishing professional networks that extend beyond course completion.

The course continues to serve dual audiences, with separate tracks for academic students pursuing formal credentials and business owners seeking strategic knowledge. Both tracks utilize the Business Innovation Lab, though with customized objectives aligned to participant goals. Academic students focus on foundational concepts while business owners concentrate on immediate application to existing ventures.

Professor Watson brings extensive experience as a retired serial entrepreneur to both classroom instruction and lab mentorship. His background spans multiple industries and venture types, providing participants with insights from both successful launches and instructive failures.

Assessment methods now incorporate lab-based projects where participants demonstrate competency through practical application rather than traditional testing alone. Projects include developing functional prototypes, conducting customer discovery interviews, and creating financial models based on actual market data. These assessments measure student achievement through tangible business development milestones.

The Small Business Management and Entrepreneurship course operates through Pima Community College's business program in partnership with Entrepreneurship Essentials. The Business Innovation Lab represents the latest evolution in the program's ongoing development, reflecting changing needs in entrepreneurial education and regional economic development priorities.

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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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