



## 10-Week Returning to Society Entrepreneurship Certificate Program Outline

- **Weekly - 90min virtual sessions/via Zoom**

**Program Title:** *Innovative Entrepreneurship: Leadership, Communication, Business Management, AI Integration, and Power Skills*

### **Program Objective:**

To empower learners with the skills, knowledge, and tools necessary to lead entrepreneurial ventures with confidence. In addition to core business, leadership, communication, and AI competencies, participants will develop essential “power skills” that enhance adaptability, problem-solving, resilience, and collaboration.

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### **Program Outline**

- **Week 1:** Foundations of Entrepreneurship, Communication, and Power Skills
- **Week 2:** Leadership Fundamentals & Power Skills for Entrepreneurs
- **Week 3:** Leveraging AI for Market Research, Opportunity Identification, and Creative Problem-Solving
- **Week 4:** Advanced Communication, Negotiation, and Interpersonal Power Skills
- **Week 5:** AI in Business Management, Decision-Making, and Critical Thinking
- **Week 6:** Organizational Leadership, Team Management, and Collaborative Power Skills
- **Week 7:** Marketing, Branding, AI-Powered Campaigns, and Creative Innovation
- **Week 8:** Managing Growth, Scaling with AI, and Adaptive Leadership
- **Week 9:** Pitching Your Business, AI Integration, and Persuasive Power Skills
- **Week 10:** Final Presentations, Graduation, and Celebrating Power Skills

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### **Program Features:**

- **Mentorship Program:** Weekly one-on-one mentorship sessions with entrepreneurs, AI experts, and leadership coaches to develop both business acumen and power skills.
- **Access to Tools:** Hands-on experience with AI platforms (ChatGPT, Tableau, Canva) and digital collaboration tools that foster creative and critical thinking.



- **Resource Library:** Templates and guides for business planning, marketing strategies, team management, and exercises designed to enhance power skills.
- **Capstone Project:** Develop a comprehensive business plan that demonstrates integration of leadership, communication, business management, AI, and essential power skills.

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This curriculum is designed to provide returning citizens with a robust educational experience that not only equips them with technical and business skills but also builds the personal and interpersonal “power skills” necessary for long-term success in their entrepreneurial and professional journeys.

