To merge the two outlines into a comprehensive 10-week structure, while ensuring the capstone project falls in Week 10 and retaining all essential elements, here’s the updated schedule. Each week will now cover more ground to accommodate both outlines, combining content and skill development as necessary.

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### \*\*10-Week Course Outline with Capstone in Week 10\*\*

#### \*\*Week 1: Orientation, Foundational Concepts & Mindset\*\*

- \*\*Introduction to the Course & Overview\*\*

- Purpose, structure, and objectives of the course.

- Understanding key areas: Entrepreneurship, Digital Tools, and Skill Mastery.

- Personal expectations, learning goals, and future objectives.

- Introduction to Capstone requirements (briefing on Week 10 project).

- \*\*Mindset for Success\*\*

- Growth vs. Fixed Mindset.

- Emotional Intelligence & Resilience.

- Principles of Bootstrapping: How to Start with Limited Resources.

- Building confidence, discipline, and time management (Pomodoro technique).

#### \*\*Week 2: Entrepreneurship, Business Development, & Corporate Governance\*\*

- \*\*Introduction to Entrepreneurship\*\*

- What is Entrepreneurship? Exploring types and key traits of successful entrepreneurs.

- Market Research: Identifying needs, problems, and opportunities.

- \*\*Business Development & Essentials\*\*

- Building a lean startup: business models and validation.

- Essential components of a business plan and value proposition.

- \*\*Corporate Governance & Legal Aspects\*\*

- Corporate governance principles.

- Intellectual Property basics and legal framework for startups.

#### \*\*Week 3: Project Management & Bootstrapping Strategies\*\*

- \*\*Project Management Essentials\*\*

- Project lifecycle: planning, execution, and closure.

- Introduction to Agile and Scrum frameworks.

- Tools for tracking progress (Asana, Trello, Monday.com).

- \*\*Bootstrapping 101\*\*

- How to fund and sustain a business with minimal capital.

- Sweat equity, crowdfunding, and creative financing strategies.

- \*\*Time Management for Entrepreneurs\*\*

- Using AI tools for productivity.

- Prioritization: the Eisenhower matrix.

#### \*\*Week 4: Generative AI, Content Creation, & Digital Marketing Fundamentals\*\*

- \*\*Introduction to AI for Business\*\*

- Overview of Generative AI and its applications.

- Using AI for content creation (LLMs) and text generation.

- \*\*Content Development & Writing Strategies\*\*

- How to create engaging content for blogs, social media, and other platforms.

- Ghostwriting and content development for businesses (focused on KDP and LinkedIn).

- \*\*Digital Marketing Basics\*\*

- Fundamentals of SEO and its role in digital success.

- Using social media marketing effectively (LinkedIn, X, Instagram, and Facebook).

#### \*\*Week 5: Web Development, UI/UX, & Graphic Design\*\*

- \*\*Introduction to Web Development\*\*

- Basics of HTML, CSS, and JavaScript.

- Building a simple, functional website.

- \*\*UI/UX Design\*\*

- User interface vs. user experience.

- Best practices for designing user-friendly interfaces.

- \*\*Graphic Design\*\*

- Introduction to graphic design tools (Canva, Adobe Suite).

- Creating visually appealing marketing materials and social media graphics.

#### \*\*Week 6: Data Analysis, Business Intelligence & Software Development\*\*

- \*\*Introduction to Data Analysis & Business Intelligence\*\*

- Basics of data collection, cleaning, and analysis.

- Using Excel, Power BI, or Google Data Studio for business insights.

- \*\*Software Development Essentials\*\*

- Introductory concepts of software development (Python, JavaScript).

- Building a basic MVP for an app.

- \*\*Decision-making with Data\*\*

- How to use data to make better business decisions.

- Data-driven marketing strategies.

#### \*\*Week 7: Advanced Digital Marketing & SEO Mastery\*\*

- \*\*Advanced Digital Marketing\*\*

- Building a comprehensive digital marketing strategy.

- Pay-Per-Click (PPC) and Google Ads.

- \*\*SEO Mastery\*\*

- Advanced SEO techniques (link building, local SEO, voice search).

- Analyzing website performance using Google Analytics and other tools.

- \*\*Content Marketing and Email Campaigns\*\*

- Creating engaging email marketing campaigns.

- Developing long-term content strategies for consistent engagement.

#### \*\*Week 8: Video Editing, Solar Tech, & Green Digital Skills\*\*

- \*\*Video Editing Basics\*\*

- Tools for video editing (Adobe Premiere, DaVinci Resolve, or Final Cut Pro).

- Creating and editing engaging video content for social media.

- \*\*Introduction to Solar Technology\*\*

- Overview of solar energy and its applications.

- How businesses can adopt sustainable energy solutions.

- \*\*Green Digital Skills\*\*

- Importance of sustainability in the digital age.

- Integrating green practices into business operations.

#### \*\*Week 9: MBA Essentials, Finance, & Business Consultation\*\*

- \*\*MBA Essentials for Entrepreneurs\*\*

- Introduction to financial management for startups (balance sheets, cash flow).

- Strategic management and leadership.

- \*\*Business Consultation & Advisory\*\*

- Consulting skills: how to provide value to clients.

- Building a career in business consulting.

- \*\*Financial Models and Forecasting\*\*

- Creating financial projections.

- Business valuation and fundraising basics.

#### \*\*Week 10: Capstone Project\*\*

- \*\*Capstone Briefing\*\*

- Detailed instructions and expectations for the capstone project.

- \*\*Execution of Capstone\*\*

- Students develop a comprehensive business plan, launch a small product, or deliver a digital marketing strategy.

- Presentations of their final projects (could be a written business plan, app, website, or digital marketing strategy).

- \*\*Feedback and Final Review\*\*

- Constructive feedback from mentors and peers.

- Final assessments and reflections on progress.

- \*\*Certificate Awarding & Course Wrap-Up\*\*

- Celebration of course completion and certificate distribution.

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By extending each week and combining both outlines, we cover all the essential topics in a comprehensive yet digestible format, with the capstone project falling on Week 10. This plan ensures students have a solid foundation in both entrepreneurship, digital skills, and other business essentials.