

## School of Liberal Arts and Innovation Institute launch spring entrepreneurship course

October 29, 2025 9:00 AM Tulane News staff  
today@tulane.edu



Current School of Liberal Arts senior Isabella Peccia working with Jillian Delos Reyes, Program Director of Commercialization at the Tulane Innovation Institute.

Tulane School of Liberal Arts [Strategy, Leadership and Analytics Minor \(SLAM\)](#) students will have the opportunity this spring to turn their ideas into reality through a new course offered in partnership with the Tulane Innovation Institute and the School of Liberal Arts.

Startup Strategy Lab | SLAM 3915 is designed to give students the chance to develop bold business ideas, network with entrepreneurial experts and mentors, work in teams and compete for a share of \$50,000. Along the way, students will

learn how to analyze markets, identify meaningful problems and craft compelling messages that resonate with potential customers.

“This course reflects the Tulane Innovation Institute's commitment to inspiring more students to launch their own startups and equipping them with the skills to turn their ideas into impact. By collaborating with the School of Liberal Arts, we are helping students gain professional skills that could apply to any career path,” said Sharon Goldsmith, director of Innovation & Entrepreneurship Programs at the Tulane Innovation Institute. “Equally important, the class is designed to be engaging and exciting, with a final pitch competition for a share of the \$50,000 between the two sections, allowing students the opportunity to experiment with creative ideas while receiving experiential learning.”

The curriculum emphasizes practical experience. Students will build attention-grabbing presentations, practice storytelling techniques that inspire and learn how to answer tough business questions with confidence. This 3-credit course requires no prerequisites and is available to any current undergraduate student. However, only students who are currently declared SLAM minors will be able to register during the priority registration period.

“This partnership recognizes that creative problem solving and strategic thinking are at the core of entrepreneurship,” said School of Liberal Arts Dean Brian T. Edwards. “They are also key attributes of a liberal arts education. The SLAM program was built to harness and develop those skills for students across all of Tulane’s undergraduate programs. I can’t wait to see what our students come up with as they design next generation start-ups.”

Students do not need to arrive with an idea to benefit from the class. The course will focus on building transferable skills, such as communication, strategic thinking and adaptability to serve students in any future career. The course will be taught by SLAM Professor of Practice Allyson Joy Heumann and offered in two sections: Section 01, Tuesday and Thursday, 9:30 to 10:45 a.m., and Section 02, Tuesday and Thursday, 11:00 a.m. to 12:15 p.m. [Registration opened on October 27, 2025.](#)

The Tulane Innovation Institute will offer additional support to students throughout the semester by providing entrepreneurial education and access to the [Green Wave Innovation Mentor Network](#). This mentorship network of over 100 Tulane alumni,

local executives and Tulane parents will serve as a valuable resource for students interested in networking with experienced professionals while also receiving feedback on their business plans.

Following the course, all students will be invited to continue working with the [Tulane Innovation Institute](#) to develop their startup ideas and take advantage of the Institute's additional mentorship, education, and funding opportunities for founders, or even submit new company ideas to launch.