Course will **provide university students** with the technical knowledge to **build apps infused with Watson's intelligence**, while gaining the entrepreneurial vision to deliver their Innovations into the marketplace. UTEP belongs to the first wave of universities offering Cognitive Computing coursework and the next step in IBM's Strategy to **fuel an ecosystem of innovators making Cognitive the new standard of computing**.

**Syllabus includes a mix of technical and business areas**
- Section 1: Content Theory - collection, curation, etc. Assignment: corpus development
- Section 2: Test Theory - test, training, evaluation, etc. Assignment: corpus training
- Section 3: Prototype App Development - Assignment: design, develop and deliver a prototype app
- Section 4: Business Planning – Assignment: Mini business plan

**SECRET SAUCE**
- Gives students **unprecedented access** to Watson - via the Watson Developer Cloud
- IBM will provide: support on course development, technical mentors, guest speakers, and more to ensure success
- As a classroom, students will select an industry to focus on and then break into teams to develop prototype apps and a business plan

**SKILL BUILDING**
- The explosion of data-driven content has sparked a new wave of career oppy's
- **High need for** professionals with expertise in fields such as natural language processing, machine learning and content lifecycle management
- Actively recruiting for **Watson jobs**