

Strategy, Entrepreneurship and Venture Innovation (SEVI)

Jason Ridge
Department Chair
515 Willard J. Walker Hall
jridge@walton.uark.edu

The Department of Strategy, Entrepreneurship and Venture Innovation offers undergraduate, master's, and doctoral programs for students who are interested in starting their own business or nonprofit organization or who are interested in developing innovation and creativity skills valuable to existing organizations.

The department offers a major in Innovation and Entrepreneurship. The major is most pertinent for students aiming to manage a small business or who have a clear idea for a venture they would like to create.

Requirements for B.S.B.A. in Innovation and Entrepreneurship

The Innovation and Entrepreneurship major is aimed at Walton College Students who intend to start new for-profit, non-profit or for-benefit ventures, manage and grow small businesses, or enter the workforce with an entrepreneurial mindset and skills in innovation and technology commercialization.

The major requires 24 hours in addition to satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a Strategy, Entrepreneurship and Venture Innovation (i.e. core, major, electives) unless the courses are part of an interdisciplinary minor or collateral track.

Course required for all students:	3
SEVI 39303 Entrepreneurship and New Venture Development	
Choose one of the following Thematic Core courses:	3
SEVI 32303 Corporate Innovation	
SEVI 36703 Social Entrepreneurship	
SEVI 44303 Small Enterprise Management	
Choose three of the following courses:	9
SEVI 32303 Corporate Innovation	
SEVI 36703 Social Entrepreneurship	
SEVI 400H3 Honors Strategy, Innovation and Entrepreneurship Colloquium	
MGMT 41003 Special Topics in Management	
MGMT 42503 Leadership	
MGMT 42603 Organizational Change and Development	
SEVI 44303 Small Enterprise Management	
SEVI 45403 Students Acquiring Knowledge Through Enterprise (S.A.K.E.) Product Innovation Lab	
SEVI 45803 International Management	
MGMT 49403 Talent Acquisition and Management	
MGMT 49503 Organizational Rewards and Compensation	

SEVI 49903 Entrepreneurship Practicum	
Choose three of the following courses:	9
ACCT 37203 Intermediate Accounting I	
ACCT 38403 Fundamentals of Taxation I	
BLAW 30303 Commercial Law	
FINN 30503 Financial Markets and Institutions	
FINN 36203 Risk Management	
FINN 39303 Real Estate Principles	
FINN 41203 Valuing New Ventures	
FINN 42403 New Venture Finance	
ISYS 22603 Principles of Information Systems	
MKTG 35503 Consumer Behavior	
MKTG 42303 Integrated Marketing Communications	
MKTG 43403 Selling and Sales Management	
MKTG 44303 Retail Strategy	
MKTG 44503 New Product Development	
MKTG 46303 Global Marketing	
SCMT 36103 SOURCE: Procurement and Supply Management	
SCMT 36203 PLAN: Inventory and Forecasting Analytics	
SCMT 46503 Supply Chain Strategy and Change Management	
SEVI 20703 Introduction to Outdoor Recreation Industries	
SEVI 42303 Corporate Innovation II	
SEVI 47003 Outdoor Industries Capstone Experience	
SEVI 47103 Outdoor Industries Product Innovation Studio	
BUSI 300H3 Honors College Colloquium	
BUSI 30203 Sustainability in Business	
Total Hours	24

Innovation and Entrepreneurship B.S.B.A. Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should see the Eight Semester Degree Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy/>) in the Academic Regulations chapter for university requirements of the program.

Courses in **BOLD** must be taken in the designated semester. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year	Units	
	Fall	Spring
ENGL 10103 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) ³	3	
MATH 20503 Finite Mathematics (Satisfies General Education Outcome 2.1)^{1, 3}		3
BUSI 11101 Freshman Business Connection³		1
SCMT 21003 Integrated Supply Chain Management²		3
MGMT 21003 Managing People and Organizations²		3
ISYS 11203 Business Application Knowledge - Computer Competency³		3

BLAW 20003 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)²	3	
SPCH 10003 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)³	3	
ACCT 20103 Accounting Principles³	3	
BUSI 10303 Data Analysis and Interpretation³	3	
Satisfies General Education Outcome 3.3:		
ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203) ³	3	
or ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)		
Year Total:	16	15

Second Year		Units	
	Fall	Spring	
ACCT 20203 Accounting Principles II ³ or SEVI 20503 Business Foundations	3		
ISYS 21003 Business Information Systems ² Satisfies General Education Outcome 3.3:	3		
ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) ³ or ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203)	3		
ENGL 10203 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1) ³	3		
Fine Art/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) ^{5, 6}	3		
Social Sciences - State Minimum Core (Satisfies General Education Outcomes 3.3 and 4.1 as well as the Social Issues, Multicultural Environment and Demographic Diversity requirement) ⁴	3		
MATH 22003 Survey of Calculus (ACTS Equivalency = MATH 2203)³	3		
3 hours general education elective	3		
FINN 20403 Principles of Finance ²	3		
Science - State Minimum Core (Satisfies General Education Outcome 3.4)	4		
ALL pre-business requirements should be met by end of term			
Year Total:	15	16	

Third Year		Units	
	Fall	Spring	
MKTG 34303 Introduction to Marketing (Select the two not taken earlier) ²	3		
SEVI 39303 Entrepreneurship and New Venture Development	3		
Thematic Course	3		
SEVI/MGMT Major Course	3		
U.S. History or Government - State Minimum Core (Satisfies General Education Outcome 4.2)	3		
SEVI/MGMT Major Course	6		
Major Elective Course	3		

SEVI 30103 Strategic Management (Satisfies General Education Outcome 6.1)		3
General Electives		3
Year Total:	15	15

Fourth Year		Units	
	Fall	Spring	
Major Elective Course	3		
General Electives	3		
Fine Art/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) ^{5, 6}	3		
Junior/Senior Business Electives	6		
Major Elective Course			3
Junior/Senior Business Electives			6
Science - State Minimum Core (Satisfies General Education Outcome 3.4)			4
Year Total:	15	13	

Total Units in Sequence: 120

- ¹ Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for MATH 20503.
- ² Must be completed prior to SEVI 30103 (<http://catalog.uark.edu/search/?P=MGMT%203013>).
- ³ Must be completed prior to taking any 3000 or 4000 level business courses.
- ⁴ The Social Sciences Elective courses which satisfy General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity Requirement include: ANTH 10203, HIST 11193, HIST 11293, SOCI 10103, SOCI 101H3, or SOCI 20103/SOCI 20103.
- ⁵ The Fine Arts Elective courses which satisfy the General Education Outcome for 3.1 include: ARCH 10003, ARHS 10003, COMM 10003, DANC 10003, LARC 10003, MUSC 10003, MUSC 100H3, MUSC 10103, MUSC 101H3, MUSC 13303, THTR 10003, THTR 10103, or THTR 101H3.
- ⁶ The Humanities Elective courses which satisfy General Education Outcome 3.2 include: AAST 20203, ANTH 10303, ARCH 10103, CLST 10003, CLST 100H3, CLST 10103, COMM 12303, DANC 10003, ENGL 12103, ENGL 20103, GNST 20003, HIST 11193, HIST 111H3, HIST 11293, HIST 112H3, HIST 20003, HIST 20103, HUMN 112H4, HUMN 22103, LALS 20103, MRST 20103, MUSY 20003, MUSY 200H3, PHIL 20003, PHIL 20003, PHIL 200H3, PHIL 21003, PHIL 21003, PHIL 23003, THTR 10003, THTR 10103, THTR 101H3, ENGL 11103, ENGL 11203, or Intermediate-level world language.

Minor in Innovation and Entrepreneurship for Business Majors

The Department of Strategy, Entrepreneurship and Venture Innovation offers a minor for Walton College students desiring more knowledge of innovation and entrepreneurship to assist them in their business careers. The minor requires the completion of 15 specific hours of study with all of the upper division courses applied toward the minor taken in residence. The 15 hours include the following courses:

Required course (3 hours)

SEVI 39303	Entrepreneurship and New Venture Development	3
Choose one of the following Thematic Core courses:		3
SEVI 32303	Corporate Innovation	
SEVI 36703	Social Entrepreneurship	
SEVI 44303	Small Enterprise Management	
Choose three of the following courses:		9
SEVI 20703	Introduction to Outdoor Recreation Industries	
SEVI 32303	Corporate Innovation ¹	
SEVI 36703	Social Entrepreneurship	
SEVI 39303	Entrepreneurship and New Venture Development	
SEVI 400H3	Honors Strategy, Innovation and Entrepreneurship Colloquium	
SEVI 42303	Corporate Innovation II	
SEVI 44303	Small Enterprise Management	
SEVI 45403	Students Acquiring Knowledge Through Enterprise (S.A.K.E.) Product Innovation Lab	
SEVI 45803	International Management	
SEVI 47003	Outdoor Industries Capstone Experience	
SEVI 47103	Outdoor Industries Product Innovation Studio	
SEVI 49903	Entrepreneurship Practicum	
MGMT 41003	Special Topics in Management	
MGMT 42503	Leadership	
MGMT 42603	Organizational Change and Development	
MGMT 49403	Talent Acquisition and Management	
MGMT 49503	Organizational Rewards and Compensation	
Total Hours		15

¹ Students may choose if not otherwise used toward the Thematic Core course option.

Students who desire to earn an Innovation and Entrepreneurship minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course prerequisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

Entrepreneurship Undergraduate Microcertificate

The Entrepreneurship Undergraduate Microcertificate will teach students the core tools necessary to start a new business venture, allowing them to learn the process by the practical building of their own new venture. The program aims to equip students with the knowledge, skills, and abilities to improve the probability of commercial success for an innovative new product and service of their choosing. The CiE program will consist of three 3-hour courses taken over the timeframe of at least two semesters.

The curriculum will cover the core principles of the Lean Canvas methodology and the use of Customer Discovery and other forms of research to validate the magnitude of the problem, determine the most likely solution for success and develop the business and financial models in preparation for investment. Students will bring problems they want to solve to these classes with the goal to vet potential solutions and prepare

business models for presentation to investors, either through collegiate-based business pitch competitions or other means.

Required Courses		6
SEVI 33003	Startup Toolkit	
SEVI 43003	Venture Builders	
Electives--select any course from the following		3
SEVI 36703	Social Entrepreneurship	
SEVI 44303	Small Enterprise Management	
SEVI 45403	Students Acquiring Knowledge Through Enterprise (S.A.K.E.) Product Innovation Lab	
SEVI 45803	International Management	
SEVI 49903	Entrepreneurship Practicum	
MGMT 42503	Leadership	
Total Hours		9

Microcertificate in Organizational Innovation

The Organizational Innovation Undergraduate MicroCertificate is designed to help further develop organizational innovation leaders through an undergraduate practicum-based program in organization innovation. The Undergraduate MicroCertificate will leverage the programs of the McMillon Innovation Studio. The Organizational Innovation Undergraduate MicroCertificate requires 9 hours of coursework to complete.

Organizational Innovation Undergraduate MicroCertificate Requirements:

The Organizational Innovation Undergraduate MicroCertificate requires 9 credit hours that may also be used to fulfill the requirements for an undergraduate degree. The specific requirements are listed below, See an adviser for course selection.

Required Courses		6
SEVI 32303	Corporate Innovation	
SEVI 42303	Corporate Innovation II	
Select one of the following:		3
BUSI 3300V	Walton College Study Abroad	
SEVI 3100V	Entrepreneurship Internship	
Total Hours		9
Note: BUSI 3300V credit allowed with Program Director approval only.		

Outdoor Products and Services Undergraduate Microcertificate

The Outdoor Products and Services Undergraduate Microcertificate is designed to provide students interested in pursuing careers or starting businesses in the outdoor products and services industries with the necessary background to be successful in these growing areas. The undergraduate microcertificate will provide specific instruction on such topics as the economics, culture, health benefits, infrastructure requirements, workforce diversity needs and ethical aspects of developing and managing appropriate products and services in the outdoor industries.

Outdoor Products and Services Undergraduate MicroCertificate Requirements:

The Outdoor Products and Services Undergraduate MicroCertificate requires nine credit hours that may also be used to fulfill the requirements

for an undergraduate degree. The specific requirements are listed below. See an advisor for course selection.

Required Class		
SEVI 20703	Introduction to Outdoor Recreation Industries	3
Elective Courses: select two		6
SEVI 47003	Outdoor Industries Capstone Experience	
SEVI 47103	Outdoor Industries Product Innovation Studio	
SEVI 36703	Social Entrepreneurship ¹	
SEVI 39303	Entrepreneurship and New Venture Development ¹	
BUSI 3300V	Walton College Study Abroad ²	
SEVI 3100V	Entrepreneurship Internship ²	
Total Hours		9

¹ For SEVI 36703 and SEVI 39303 Outdoor Industries, program director approval is required.

² For BUSI 3300V and SEVI 3100V Outdoor Industries, program director approval is required.

Undergraduate Microcertificate in Social Innovation

The Social Innovation Undergraduate Microcertificate is designed to provide students with a grounding in social entrepreneurship both as a social movement as well as an alternative to traditional business approaches. The Undergraduate Microcertificate will provide students with hands-on experience in learning about developing their own social venture from idea to pitch and it will enable them to determine the viability, sustainability and scalability of their ideas. The Undergraduate Microcertificate also allows for opportunities to learn about social innovation strategies and techniques for consulting with social enterprises.

Social Innovation Undergraduate Microcertificate

The Social Innovation Undergraduate Microcertificate requires nine credit hours that may be used to fulfill the requirements for an undergraduate degree. The specific requirements are listed below. See an advisor for course selection.

Required Courses — Select one or two of the following:			3-6
SEVI 30303	Social Innovation Strategies		
SEVI 36703	Social Entrepreneurship		
Elective Courses — Select one or two of the following:			3-6
BUSI 300H3	Honors College Colloquium ¹		
BUSI 3300V	Walton College Study Abroad ¹		
SEVI 3100V	Entrepreneurship Internship		
SEVI 43303	Biomedical Innovations for Global Impact		
Total Hours			9

¹ BUSI 300H3 credit is only for the Consulting for Social & Environmental Impact Colloquium and BUSI 3300V credit only allowed for specified study abroad classes.

Faculty

Callander, Adrienne, M.F.A. (Rutgers University), P.Bacc. (Maryland Institute College of Art), B.A. (Reed College), Clinical Assistant Professor, 2017.

Chen, Diana, Ph.D., M.S. (University of Arkansas), B.S. (Colorado State University), Lecturer, 2020.

Cummings, Michael, Ph.D. (University of Minnesota), J.D. and M.P.A. (Brigham Young University), B.S. (Utah Valley), Assistant Professor, 2017.

Cummings, Shaughan, J.D., M.P.A., B.A. (Brigham Young University), Teaching Assistant Professor, 2018.

Ellstrand, Alan E., Ph.D. (Indiana University at Bloomington), M.B.A. (North Illinois University), B.S. (University of Illinois-Urbana), Professor, 2000, 2002.

Garcia Contreras, Rogelio, Ph.D., M.A. (University of Denver), B.A. (Universidad Nacional Autonoma de Mexico), Teaching Assistant Professor, 2015.

Goforth, Sarah, M.A. (University of Wisconsin-Madison), B.A. (Hendrix College), Instructor, 2017.

Grandy, Jake, Ph.D. (University of Southern California), M.A. (University of New Mexico), B.S. (University of British Columbia), Assistant Professor, 2020.

Johnson, Jon, Ph.D. (Indiana University at Bloomington), M.B.A., B.S. (University of Arkansas), Professor, Walton College Professorship in Sustainability, 1996, 2007.

Osborne, Cara, M.S., Sc.D. (Harvard University), M.S.N. (Vanderbilt University), B.A. (Transylvania University), Assistant Professor of Practice, 2020.

Petrenko, Oleg, Ph.D. (Oklahoma State University), M.B.A., B.S.B.A. (University of Central Oklahoma), Assistant Professor, 2020.

Reeves, Carol, Ph.D. (University of Georgia), M.A. (University of South Carolina), B.S. (Georgia Southern College), Professor, Cecil and Gwendolyn Cupp Applied Professorship in Entrepreneurship, 1990, 2012.

Ridge, Jason, Ph.D., M.A., B.A. (Oklahoma State University), Associate Professor, 2015, 2017.

Worrell, Dan, Ph.D., M.S., B.S. (Louisiana State University), Professor, Corporate Responsibility Professorship in Management, 2005.

Zweig, Mark, M.B.A., B.S. (Southern Illinois University at Carbondale), Executive in Residence, 2005.

Courses

SEVI 20303. Business Foundations for Innovators and Entrepreneurs. 3 Hours.

This class is intended for non-Walton College majors who wish to obtain a minor in Innovation and Entrepreneurship. It creates a foundation for understanding entrepreneurship and innovation by surveying areas of business and presents business processes that are common to most enterprises through an integrated classroom/web based design. Throughout the course you will be introduced to multiple different aspects of business such as ethical business, the management process, business ownership, marketing, accounting and finance. Students may not receive credit for both SEVI 20503 and SEVI 20303. Walton College majors are not eligible to register for the course. No degree credit for Walton College majors. (Typically offered: Fall and Spring)

SEVI 20503. Business Foundations. 3 Hours.

This course surveys the areas of business and presents business processes that are common to most enterprises through a hands-on, interactive business experience. It reinforces the use of financial accounting for reporting the results of business operations, and introduces managerial accounting concepts and techniques for improving the quality business decisions. Prerequisite: ((Non-business majors: DASC 10003 and DASC 11004) or (Business majors: ISYS 11203 with a grade of C or better and ACCT 20103 with a grade of C or better)). (Typically offered: Fall, Spring and Summer)

SEVI 20703. Introduction to Outdoor Recreation Industries. 3 Hours.

Introduction to Outdoor Recreation Industries will establish a foundation for students interested in pursuing careers or starting businesses in the outdoor products and services industries. The class lays the foundation for the Outdoor Products and Services Certificate program and will serve as a prerequisite for several classes in the program. The class will provide students with an introduction to economic, cultural, health, infrastructure, diversity and ethical aspects of the products and services outdoor industries. (Typically offered: Fall, Spring and Summer)

SEVI 30103. Strategic Management. 3 Hours.

Integrative study of managerial decisions; introduces students to an understanding of strategic competitiveness and the way in which business strategy is formulated and implemented; uses a combination of theoretical and applied approaches to analyzing key business decisions, implementing these decisions, and monitoring their effects. Prerequisite: ACCT 20103, (ACCT 20203 or SEVI 20503), BUSI 10303, ECON 21003, ECON 22003, (MATH 20503 or MATH 25004), (MATH 22003 or MATH 24004), SPCH 10003, BLAW 20003, ISYS 21003, SCMT 21003, MGMT 21003, FINN 20403, MKTG 34303, ISYS 11203, all with a grade of C or better. (Typically offered: Fall, Spring and Summer)

SEVI 301H3. Honors Strategic Management. 3 Hours.

Integrative study of managerial decisions; introduces students to an understanding of strategic competitiveness and the way in which business strategy is formulated and implemented; uses a combination of theoretical and applied approaches to analyzing key business decisions, implementing these decisions, and monitoring their effects. Prerequisite: ACCT 20103, (ACCT 20203 or SEVI 20503), BUSI 10303, ECON 21003, ECON 22003, (MATH 20503 or MATH 25004), (MATH 22003 or MATH 24004), SPCH 10003, BLAW 20003, ISYS 21003, SCMT 21003, MGMT 21003, FINN 20403, MKTG 34303, and ISYS 11203, all with a grade of C or better, and honors standing. (Typically offered: Fall, Spring and Summer)

SEVI 30303. Social Innovation Strategies. 3 Hours.

Social Innovation Strategies is a hands-on, active learning and project-based course focused on exploring the process through which social innovations are designed, developed, and introduced to the market. Using the cases of successful social innovation strategies at the grass root, small and medium social enterprises, and corporate levels, students will learn how new technologies, research-based innovation and data science can impact our world by developing viable social innovation strategies and social business models around these innovations. (Typically offered: Fall)

SEVI 3100V. Entrepreneurship Internship. 1-3 Hour.

This experience is designed to give students an internship opportunity to combine their formal academic preparation with an exposure to startups, non-profits, corporate innovation experiences and others. Prerequisite: Junior standing and department consent. (Typically offered: Fall and Spring) May be repeated for up to 6 hours of degree credit.

SEVI 32303. Corporate Innovation. 3 Hours.

This class establishes a foundational knowledge of innovation within an industry context. By combining case studies with guest speakers, this class will evaluate why some companies succeed at innovation and why others fail and learn how to take an innovation from idea to scale within a large organization. Students will develop the skills necessary become an intrapreneur. The class will cover frameworks for corporate innovation, corporate strategy, networks, and technology assessment and is relevant for all students interested in corporate innovation. Prerequisite: SEVI 20503 or ACCT 20203 or SEVI 20303. (Typically offered: Spring)

SEVI 33003. Startup Toolkit. 3 Hours.

The Startup Toolkit is designed for students who want to experience the steps of creating your own business venture. We will explore the initial strategies and tools used by entrepreneurs at the beginning of building a potential business. This class will cover the process of thinking about innovation and the steps entrepreneurs use to solve big problems and determine new venture potential. Students will learn to identify real problems, get to know the potential customers, determine a unique value proposition and create a financially viable solution. This course prepares students to take the Venture Builders (SEVI 43003) course, which completes the rest of the business model planning in preparation for investment seeking opportunities. Prerequisite: Instructor approval. (Typically offered: Spring)

SEVI 33403. Creativity and Collaboration. 3 Hours.

This interdisciplinary seminar encourages creative risk-taking, team building, and iteration. Students explore creativity in myriad contexts as they develop their creative and collaborative capacities. Subtopics include defining creativity; claiming creativity; creative rebellion; discovery and innovation; and authenticity and originality. In this highly interactive course, students engage creative process both individually and in teams through a range of meaningful applied learning activities, critical and creative thinking opportunities, and oral and written communication. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

SEVI 36703. Social Entrepreneurship. 3 Hours.

The course explores the notion of social entrepreneurship both, as a movement and as an alternative to engage with the market economy. Students will explore the possibility of opening their own business with a strong social mission; adopting some sustainable practices to advance their social or environmental causes; advocating for new ways of measuring impact and returns to investment; or simply by becoming responsible consumers, conscious about the consequences of their decision making power. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

SEVI 37003. Outdoor Industries Strategies. 3 Hours.

Outdoor Industries Strategies will explore strategies and business models associated with both products and services based cycling and outdoor recreation companies. The class will also cover career strategies in these industries, including entrepreneurial alternatives and careers in corporate and small venture organizations. Students will synthesize and apply knowledge gained in traditional majors to the cycling and outdoor industry context. Prerequisite: SEVI 20703 or instructor consent. (Typically offered: Fall and Spring)

SEVI 39303. Entrepreneurship and New Venture Development. 3 Hours.

The role of the entrepreneur in starting up new businesses. Identification of new venture opportunities and the evaluation of their feasibility. Prerequisite: Junior Standing. (Typically offered: Fall and Spring)

SEVI 400H3. Honors Strategy, Innovation and Entrepreneurship Colloquium. 3 Hours.

Colloquium that covers new developments and topics salient to entrepreneurship, innovation and strategy in businesses and nonprofit organizations. Prerequisite: Honors standing and junior standing. (Typically offered: Fall)

SEVI 41003. Special Topics in Strategy, Entrepreneurship and Innovation. 3 Hours.

Explores trends, concepts, and important developments in strategy, entrepreneurship and innovation as they impact on organizational performance. Topics are selected by the Strategy, Entrepreneurship, and Venture Innovation Department faculty for each semester the course is offered. Prerequisite: Junior standing and completion of the pre-business core. (Typically offered: Fall, Spring and Summer) May be repeated for degree credit.

SEVI 410H3. Honors Special Topics in Strategy, Entrepreneurship and Innovation. 3 Hours.

Explores trends, concepts, and important developments in strategy, entrepreneurship and innovation as they impact on organizational performance. Topics are selected by the Strategy, Entrepreneurship, and Venture Innovation Department faculty for each semester the course is offered. Prerequisite: Honors standing, junior standing and completion of the pre-business core. (Typically offered: Fall, Spring and Summer) May be repeated for degree credit.

SEVI 42303. Corporate Innovation II. 3 Hours.

This course presents an integrated overview of the field of product management. Students learn to be the CEO of their product. Through this interactive course, students will be able to take organizational innovation ideas formed in the prerequisite, Corporate Innovation course to the next level by learning and implementing the fundamentals of product management which include improving technical acumen, strategy development, business modeling, product/market fit, understanding OKRs, EPICs and retrospectives. Prerequisite: SEVI 32303. (Typically offered: Spring)

SEVI 43003. Venture Builders. 3 Hours.

Students will assess the best business models developed in the prerequisite Startup Toolkit Course and will work to further develop these ventures with the intent of actually launching new businesses. As entrepreneurs in training, students will create business models and plans that have the potential of attracting outside investment, and that have the potential to scale. Prerequisite: SEVI 33003 and Instructor approval. (Typically offered: Fall)

SEVI 43303. Biomedical Innovations for Global Impact. 3 Hours.

This course focuses on specific problems triggered or exacerbated by selected global health care challenges. Acknowledging the interdependence of our world, where the well-being of one individual is intrinsically connected to the well-being of the entire ecosystem, the course connects participating students with a global and local network of students, faculty, community partners, and mentors, and invite them to develop solutions to some of these health care challenges. (Typically offered: Fall)

SEVI 44303. Small Enterprise Management. 3 Hours.

Small enterprise opportunities and problems emphasizing innovation, management planning and control, financing, marketing and legal requirements. Emphasis on application of management knowledge to small enterprise management. Prerequisite: SEVI 33003 or SEVI 39303. (Typically offered: Spring)

SEVI 45403. Students Acquiring Knowledge Through Enterprise (S.A.K.E.) Product Innovation Lab. 3 Hours.

Provides a structured stage-gate framework for new product development through a hands-on, interactive product innovation experience. Students will learn and apply skills related to the development and testing of new concepts and products including: ideation techniques; concept writing; designing and implementing effective qualitative and quantitative consumer research; prototyping; financial profile development; and developing impactful presentations. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

SEVI 45803. International Management. 3 Hours.

Develops an understanding of international business management and the cultural environments in which IB exists today. Students examine international business practices and learn about unique elements of business as it practiced in selected nations and diverse cultures. (Typically offered: Fall and Spring)

SEVI 47003. Outdoor Industries Capstone Experience. 3 Hours.

The Outdoor Industries Capstone Experience class will consist of student teams working with outdoor recreation companies to solve real-world business problems. Teams of four to six students will partner with an industry partner to identify, clarify and evaluate a business problem, develop solutions based on analysis and application of theory, and present findings and recommendations to company representatives. (Typically offered: Fall and Spring)

SEVI 47103. Outdoor Industries Product Innovation Studio. 3 Hours.

The Outdoor Industries Product Innovation Studio will develop students' knowledge of the product innovation, design and development processes in the outdoor industry. This project-based course will introduce students to the theoretical and practical aspects of new product development with subjects such as design thinking, customer discovery, product management prototyping, sustainable material sourcing, manufacturing basics, and go-to-market strategies, among others. Participants will develop a low fidelity prototype of their proposed idea as a cumulative final project. (Typically offered: Fall and Spring)

SEVI 49903. Entrepreneurship Practicum. 3 Hours.

Hands-on management of an actual on-going business. Students will gain experience working in, making decisions about, and managing a business. Topics covered include accounting, economics, finance, information systems, law, logistics, management, and marketing. Entrance by application only. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.