

Strategy, Entrepreneurship and Venture Innovation (SEVI)

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.

SEVI 50203. Sustainability in Business. 3 Hours.

The course focuses on theoretical and practical bases for pursuing sustainability in business and society. Prerequisite: Graduate Standing. (Typically offered: Spring)

SEVI 52103. Business Foundations for Entrepreneurs. 3 Hours.

Introduction to the fundamental business concepts an entrepreneur needs to know to evaluate and launch a successful new venture. Topic areas include recruitment, selection, motivation and management of employees, market analysis and the marketing mix, financial strategies and accounting for funds, economic considerations, and the management of operations. Prerequisite: Graduate standing. (Typically offered: Spring)

SEVI 52303. Human-Centered Design. 3 Hours.

This course will serve as a highly hands-on experience through the human-centered design process, organized around the following modules: design research, problem identification, concept generation & creativity, prototyping, testing, communication & visualization. Within this course, students have the structure and space to be collaborative, creative, and agile, enabling them to rapidly design viable solutions for their organizational partners. (Typically offered: Irregular)

SEVI 52403. Product Management. 3 Hours.

This course presents an integrated overview of the field of product management. Through this interactive course, students will be able to take organizational innovation ideas formed in the pre-requisite Human Centered Design course to the next level by learning and implementing the fundamentals of product management which included improving technical acumen, strategy development, business modeling, product market fit, understanding OKR's, EPIC's, and Retrospectives. (Typically offered: Irregular)

SEVI 53103. Strategic Management. 3 Hours.

Strategy formulation, strategy implementation, and other topics related to the long-term success of the firm. Includes role of the general manager, international issues, and the impact of management fads on decision making. (Typically offered: Summer)

SEVI 53203. New Venture Development. 3 Hours.

Focuses on the identification and analysis of new venture opportunities and how entrepreneurs acquire the human and financial resources needed to develop successful businesses. Topics include market analysis, development of products and services, negotiation, developing and executing business plans, and new venture financing. Students are required to complete summer assignments before the course begins in the fall semester. Prerequisite: SEVI 52103 or an undergraduate degree in business or permission of the instructor. (Typically offered: Fall) May be repeated for up to 6 hours of degree credit.

SEVI 53603. Innovation & Creativity. 3 Hours.

This class will provide a framework for developing, assessing and implementing innovations in start-ups and established businesses. Focus is on creative decision making, managing for innovation, strategic analysis of innovations, and implementation of innovations. Aimed at entrepreneurs, brand managers, and managers in industries where innovation is a key strategic capability. (Typically offered: Spring)

SEVI 53901. Business History and Practice. 1 Hour.

This course provides students with an overview of how businesses evolve over the years, and how they are run today. Using examples from research and practitioner articles, it allows students to learn about hands on concepts such as business models, Integrative Performance, Organization Structure, Competitive Advantage, Value Networks, and Business Obligations in an experiential manner. (Typically offered: Fall and Spring)

SEVI 5410V. New Venture Development II. 3-6 Hour.

A large-scale, real world, 10 week project involving hands-on work addressing issues faced by managers in partnering firms. Corequisite: Instructor consent. Prerequisite: SEVI 53203. (Typically offered: Spring) May be repeated for up to 12 hours of degree credit.

SEVI 54203. User Research in Applied Environments. 3 Hours.

User Research in Applied Environments covers basic methods of user research as it relates to new product creation, including human-centered design and customer discovery. Students will work in a team environment and will learn how to pair qualitative, team-based interviewing techniques with quantitative market research to identify and explore important needs and market opportunities. (Typically offered: Summer)

SEVI 54303. Legal, Social and Economic Context for Product Innovation. 3 Hours.

In this class, we will cover a variety of issues important to product development, including intellectual property and liability issues, industry and competitor analysis, supply chains and sales channels, and social and environmental issues. The course will combine readings guest lectures, and project work that applies concepts to the students' specific projects. (Typically offered: Fall)

SEVI 54403. Principles of Product Design and Prototyping. 3 Hours.

Principles of Product Design and Prototyping develops foundational skills in product design, including hands-on experimentation with digital design and prototyping tools (e.g. Autodesk, Solidworks, Adobe). This course will pair readings, lectures, and hands-on mini-workshops to build confidence and capability in product design in the context of the student' own ideas. (Typically offered: Fall)

SEVI 5450V. Product Innovation Practicum. 3-6 Hour.

In this practicum students will have an opportunity to develop new products that are based on validated needs within their chosen industries, from the idea and discovery phases through to products that are ready to be commercialized. Students will apply concepts from their design and development classes to their product ideas, and will form relationships with corporate and entrepreneurial partners that allow for those products to be tested in real-world pilots. (Typically offered: Fall and Spring) May be repeated for up to 6 hours of degree credit.

SEVI 54603. Product Management. 3 Hours.

In this class, we will explore the relationship between design, product development, and product management in a business environment. Product strategy, lifecycle management, go-to-market strategies, and user and functional testing will be covered, as will techniques of project and product management using tools widely deployed in innovative corporate and startup environments to track user needs, manage product iterations, and execute design sprints. (Typically offered: Spring)

SEVI 58403. Cross-Sector Collaboration for Sustainability. 3 Hours.

This course explores how organizations in the three sectors of society work together in value creation by addressing social and environmental problems. Focusing on business and nonprofit organizations, we investigate the forces that bring about and influence these collaborations from practical and theoretical perspectives, and managerial responses to collaboration challenges. Prerequisite: Graduate Standing. (Typically offered: Irregular)

SEVI 59903. 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 competitive business. Students will be required to analyze the business in a term paper or other integrative assignment. Entrance by application only. (Typically offered: Fall, Spring and Summer)

SEVI 61203. Seminar in Entrepreneurship Research. 3 Hours.

This Ph.D.-level seminar presents an overview and introduction into organization theory literature. Emphasis on the development of relevant schools of thought, changes in the content of the traditional or 'mainstream' themes, current topics, schools of thought, and future directions are examined. Prerequisite: Admission to a Ph.D. program. (Typically offered: Irregular)

SEVI 61303. Seminar in Strategy Research. 3 Hours.

This Ph.D.-level seminar presents an overview and introduction into the strategic management literature. Emphasis on both the content and process of the extant research. Relevant theory, methods, 'mainstream' themes, current topics, schools of thought, and future directions are examined. Prerequisite: Admission to a Ph.D. program. (Typically offered: Irregular)

SEVI 63203. Seminar in Non-Market Strategy Research. 3 Hours.

Seminar in Non-Market Strategy--This course reviews the major theoretical and empirical foundations of current non-market strategic management thought with attention given to strategic corporate social responsibility and corporate political activity. This is not a lecture class. Students are expected to read, understand, and critique ALL papers assigned for discussion each week. Students will be assigned responsibility for leading the discussion of selected readings as well as participate in the discussion of all assigned readings. Prerequisite: Graduate Standing and SEVI PhD Coordinator approval. (Typically offered: Fall and Spring)

SEVI 6360V. Special Topics in Strategy and Entrepreneurship. 1-12 Hour.

SEVI 6360V is a course provided by individual faculty and tailored to the research interests of the student. The course is developed in consultation with the student so that scholarly articles are assigned to assist the student with detailed knowledge of the specific research area in which the student has interests. Prerequisite: Graduate standing and permission of the SEVI PhD Coordinator. (Typically offered: Fall, Spring and Summer) May be repeated for up to 12 hours of degree credit.

SEVI 64203. Seminar in Applied Research Methods. 3 Hours.

This course focuses on applied research topics in the strategic management and entrepreneurship. The main emphasis is on the research methods that will serve as the foundation for the methodological toolkit. Prerequisite: Graduate standing and permission of the SEVI PhD Coordinator. (Typically offered: Irregular)

SEVI 7000V. Doctoral Dissertation. 1-18 Hour.

Doctoral dissertation. (Typically offered: Fall, Spring and Summer) May be repeated for degree credit.