

Strategy and Entrepreneurship (SEVI)

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

Oleg Petrenko
Ph.D. Program Director
Willard J. Walker Hall
opetrenko@walton.uark.edu

Degrees Offered:

M.S. in Product Innovation (<http://catalog.uark.edu/graduatecatalog/business/productinnovationprin/>) (PRINMS)
Ph.D. in Business Administration (BADM)

Program Description: The primary objective of the Ph.D. program in Business Administration with an area of study in Strategy and Entrepreneurship is to prepare candidates for careers in university research and teaching. The program of study is designed to ensure that students receive an exposure to the broad areas of Strategic Management and Entrepreneurship, develop the conceptual skills and methodological tools necessary to design and conduct independent research, and develop the skills and experience necessary to teach at all levels of higher education.

Requirements for Ph.D. in Business Management (Strategy and Entrepreneurship)

Admission Requirements: Students must apply to the Graduate School of Business (GSB) and meet the requirements (<http://catalog.uark.edu/graduatecatalog/business/>) of both the Graduate School and the Graduate School Business. Students must be admitted by the departmental admissions committee. The Strategy and Entrepreneurship Ph.D. program requires an educational background in business, sociology, political science, or economics. Students without this educational background may also be admitted but may be required to take up to 3 master's level courses in one of these areas.

Program of Study: The nature of the program of study will vary somewhat depending upon the objective of the prospective candidate, but it will consist of a minimum of 72 graduate semester credit hours beyond the bachelor's degree and 42 graduate-only semester hours beyond the master's degree. Program requirements must balance credit hours for required coursework, research, and dissertation preparation. The primary objective of the Ph.D. program in Strategy and Entrepreneurship is to prepare candidates for careers in university research and teaching. The program of study is designed to ensure that students receive an exposure to the broad areas of Strategic Management and Entrepreneurship, develop the conceptual skills and methodological tools necessary to design and conduct independent research, and develop the skills and experience necessary to teach at all levels of higher education.

For a complete list of University Graduate School and International Education degree requirements, please visit the Objectives and Regulations section of the Graduate Catalog (<http://catalog.uark.edu/graduatecatalog/objectivesandregulations/>).

Required Courses (13 hours)

SEVI 61203	Seminar in Entrepreneurship Research	3
SEVI 61303	Seminar in Strategy Research	3
SEVI 63203	Seminar in Non-Market Strategy Research	3
BUSI 61101	Seminar in Business Administration Teaching I	1
Choose one of the following two courses:		3
MGMT 61103	Seminar in Organizational Behavior	
MGMT 62303	Seminar in Human Resource Management	

Supporting Fields 12

Supporting courses can include the below options or equivalent courses as approved by the Ph.D. Coordinator.

Choose four courses from the following:

PSYC 50603	Advanced Social Psychology	
PSYC 63703	Seminar in Personality and Social Psychology	
WLLC 5750V	Special Investigations	
SCMT 64403	Theory in Supply Chain Management	
ISYS 68303	Theory Development	
MGMT 60101	Graduate Colloquium	
MGMT 6360V	Special Problems in Management (repeatable for 12 hours total within the degree program)	
SEVI 6360V	Special Topics in Strategy and Entrepreneurship (repeatable for 12 hours total within the degree program)	
MGMT 62303	Seminar in Human Resource Management	
MGMT 61103	Seminar in Organizational Behavior	

Courses for the supporting fields requirement are selected in consultation with the student's Ph.D. Advisory Committee. All courses taken for the Supporting Fields must be at the graduate level and/or taken for graduate credit. In certain circumstances, and with the approval of the student's advisor and Ph.D. coordinator, a student may request and be granted permission to substitute a graduate course not listed here.

Research Requirements 18

Research methods courses can include the below options or equivalent courses as approved by the Ph.D. Coordinator.

MGMT 62103	Seminar in Research Methods	
SEVI 64203	Seminar in Applied Research Methods	
Choose 12 hours from the following:		
MKTG 64303	Seminar in Research Methods	
PSYC 51303	Inferential Statistics for Psychology	
PSYC 51403	Advanced Descriptive Statistics for Psychology	
COMM 51703	Qualitative Methods in Communication	
PADM 58003	Quantitative Methods Analysis	
ISYS 67303	Emerging Topics	
ESRM 65303	Qualitative Research	
ISYS 57203	Advanced Multivariate Analysis	
PLSC 59403	Advanced Research Methods in Political Science	
ESRM 64203	Multiple Regression Techniques for Education	
MGMT 6360V	Special Problems in Management (repeatable for 12 hours total within the degree program)	
SEVI 6360V	Special Topics in Strategy and Entrepreneurship (repeatable for 12 hours total within the degree program)	

Courses used to meet the Research Requirements will be selected in consultation with the student's Ph.D. Advisory Committee and should support the student's program of study. The courses should provide the student with a knowledge of advanced descriptive and inferential statistics, research design, and research methods. In certain circumstances, and with the approval of the student's advisor and Ph.D. coordinator, a student may request and be granted permission to substitute a graduate course not listed here.

Candidacy Exam

Students will be required to take a candidacy examination in the summer following the second year coursework as a requirement of the Ph.D. program. The exam will cover the student's major and minor content areas as well as research methods. Successful completion of all parts of the candidacy exam are required to begin dissertation research.

Dissertation	18
SEVI 7000V Doctoral Dissertation	
Total Hours	61

Graduate Certificate in Entrepreneurship

The Graduate Certificate in Entrepreneurship is designed to give graduate students a foundation in the core aspects of entrepreneurship they will need to start successful enterprises, to create and promote new products or service offerings in existing organizations, or to engage in social entrepreneurship. The Certificate program is open to all graduate students at the University of Arkansas, and graduate students from all majors are encouraged to participate. Students who complete the Graduate Certificate in Entrepreneurship will have explored the context, tools, and processes of entrepreneurial activity and will have learned how to apply them to commercial and non-commercial enterprises.

The Graduate Certificate in Entrepreneurship is designed to give graduate students a foundation in the core aspects of entrepreneurship they will need to start successful enterprises, to create and promote new products or service offerings in existing organizations, or to engage in social entrepreneurship. Students who complete the Graduate Certificate in Entrepreneurship will have explored the context, tools, and processes of entrepreneurial activity and will have learned how to apply them to commercial and non-commercial enterprises.

Admission Requirements: The Graduate Certificate is open to individuals with backgrounds in any discipline. Students must apply and be admitted to the Graduate School of Business. Refer to the Graduate School of Business admission requirements (<http://catalog.uark.edu/graduatecatalog/business/>).

Requirements for the Graduate Certificate in Entrepreneurship: (12 hours) To receive the Graduate Certificate in Entrepreneurship, students are required to take 9 hours of coursework in the Walton College of Business and 3 hours of electives related to entrepreneurship in either the Walton College or in another college at the University of Arkansas. Elective courses other than those listed below may be approved by the Director of the Certificate program. Some elective courses have prerequisites that are not met by courses in the certificate program. Students are advised to check prerequisites prior to enrolling in a course.

*Students pursuing the Graduate Certificate in Entrepreneurship while completing a master's degree or Ph.D. in Electrical Engineering are required to choose an elective from Electrical Engineering. Likewise, students completing a master's degree in Biomedical Engineering

must choose an elective from those listed under Public Health or another relevant course with Biomedical Engineering Program Advisory Committee approval.

Required Courses **9**

For business students:

SEVI 53103	Strategic Management
SEVI 53203	New Venture Development
SEVI 5410V	New Venture Development II

For non-business students:

SEVI 52103	Business Foundations for Entrepreneurs
SEVI 53203	New Venture Development
SEVI 5410V	New Venture Development II

Elective Course * **3**

Select one of the following:

Dale Bumpers College of Agricultural, Food, and Life Sciences

AGEC 51403	Financial Management in Agriculture
AGEC 54103	Agribusiness Strategy

J. William Fulbright College of Arts & Sciences

ARTS 5960V	Fine Arts Gallery Internship
COMM 54003	Organizational Communication Theory
JOUR 50603	Multiculturalism in Advertising and Public Relations
JOUR 53203	Documentary Production I

Walton College of Business

BADM 5350V	MBA Internship
SEVI 53603	Innovation & Creativity
MKTG 54303	Consumer and Market Research
MKTG 55503	New Product Development and Strategy
SEVI 50203	Sustainability in Business
SEVI 58403	Cross-Sector Collaboration for Sustainability
SEVI 59903	Entrepreneurship Practicum

College of Education and Health Professions

ATTR 54703	Administration and Leadership in Athletic Training
PBHL 55303	Theories of Social and Behavioral Determinants of Health
PBHL 55603	Public Health: Practices and Planning
RESM 54603	Sports Facilities Management

College of Engineering

INEG 54503	Systems Engineering and Management
Any 50000 level Electrical Engineering 3 credit course	

Graduate School and International Education

MSEN 53803	Research Commercialization and Product Development
------------	----------------------------------------------------

Total Hours **12**

Graduate Faculty

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.

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.

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 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.