Strategy, Entrepreneurship and Venture Innovation (SEVI)

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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

Innovation and Entrepreneurship Major

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.

SEVI 2013 Introduction to Venture and Value Creation 3

Choose one of the following Thematic Core courses: 3
SEVI 3233 Corporate Innovation
SEVI 3673 Social Entrepreneurship
SEVI 3933 Entrepreneurship and New Venture Development
SEVI 4433 Small Enterprise Management

Choose three of the following courses: 9
SEVI 3673 Social Entrepreneurship
SEVI 3233 Corporate Innovation
SEVI 3933 Entrepreneurship and New Venture Development
SEVI 4003H Honors Strategy, Innovation and Entrepreneurship Colloquium
MGMT 4103 Special Topics in Management
MGMT 4253 Leadership
MGMT 4263 Organizational Change and Development
SEVI 4433 Small Enterprise Management
SEVI 4543 Students Acquiring Knowledge Through Enterprise (S.A.K.E.) Product Innovation Lab
SEVI 4583 International Management

MGMT 4943 Talent Acquisition and Management
MGMT 4953 Organizational Rewards and Compensation
SEVI 4993 Entrepreneurship Practicum

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Fall</th>
<th>Units</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1013</td>
<td>Composition I (ACTS Equivalency = ENGL 1013)</td>
<td>3</td>
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<tr>
<td>MATH 2053</td>
<td>Finite Mathematics (Satisfies General Education Outcome 2.1)</td>
<td>3</td>
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<tr>
<td>BUSI 1111</td>
<td>Freshman Business Connection</td>
<td>1</td>
<td></td>
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<tr>
<td>SCMT 2103</td>
<td>Integrated Supply Chain Management</td>
<td>3</td>
<td></td>
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<tr>
<td>MGMT 2103</td>
<td>Managing People and Organizations</td>
<td>3</td>
<td></td>
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<tr>
<td>ISYS 1123</td>
<td>Business Application Knowledge - Computer Competency</td>
<td>3</td>
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<tr>
<td>BLAW 2013</td>
<td>The Legal Environment of Business (ACTS Equivalency = BLAW 2003)</td>
<td>3</td>
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Total Hours 24
Second Year

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<tr>
<th>Units</th>
<th>Fall</th>
<th>Spring</th>
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<tr>
<td>16</td>
<td>15</td>
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</table>

**ACCT 2023 Accounting Principles II**
- 3 units

**SEVI 2013 Introduction to Venture and Value Creation**
- 3 units

**ENGL 1023 Composition II**
- 3 units

**MATH 2043 Survey of Calculus**
- 3 units

**Fine Art/Humanities - State Minimum Core**
- 3 units

**Social Sciences - State Minimum Core**
- 3 units

**MATH 2053**
- 3 units

**ALL pre-business requirements should be met by end of term**

Third Year

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<tr>
<th>Units</th>
<th>Fall</th>
<th>Spring</th>
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<tr>
<td>15</td>
<td>16</td>
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**Select two of the following:**
- 6 units
  - **ISYS 2103 Business Information Systems**
  - **FINN 2043 Principles of Finance**
  - **MKTG 3433 Introduction to Marketing**

**SEVI/MGMT Major Course**
- 3 units

**Thematic Course**
- 3 units

Fourth Year

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<tr>
<th>Units</th>
<th>Fall</th>
<th>Spring</th>
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<tr>
<td>15</td>
<td>13</td>
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**Major Elective Course**
- 3 units

**Fine Art/Humanities - State Minimum Core**
- 3 units

**Junior/Senior Business Electives**
- 6 units

**Science - State Minimum Core**
- 4 units

Total Units in Sequence: 120

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1. Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for MATH 2053.
2. Must be completed prior to SEVI 3013 (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 1023, HIST 1113, HIST 1123, SOCI 2013, SOCI 2013H, or SOCI 2033.
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
SEVI 2013 Introduction to Venture and Value Creation 3
Choose one of the following Thematic Core courses: 3
SEVI 3233 Corporate Innovation
SEVI 3673 Social Entrepreneurship
SEVI 3933 Entrepreneurship and New Venture Development
SEVI 4433 Small Enterprise Management
Choose three of the following courses: 9
SEVI 3673 Social Entrepreneurship
SEVI 3933 Entrepreneurship and New Venture Development
SEVI 4433 Small Enterprise Management
SEVI 3233 Corporate Innovation
MGMT 4103 Special Topics in Management
SEVI 4543 Students Acquiring Knowledge Through Enterprise (S.A.K.E.) Product Innovation Lab
SEVI 4003H Honors Strategy, Innovation and Entrepreneurship Colloquium

Required Courses
SEVI 3233 Corporate Innovation
SEVI 4303 Venture Builders
Electives--select any course from the following 3
SEVI 3673 Social Entrepreneurship
SEVI 4433 Small Enterprise Management
SEVI 4543 Students Acquiring Knowledge Through Enterprise (S.A.K.E.) Product Innovation Lab
SEVI 4583 International Management
SEVI 4993 Entrepreneurship Practicum
MGMT 4253 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 3233 Corporate Innovation
SEVI 4233 Corporate Innovation II
Select one of the following: 3
BUSI 330V Walton College Study Abroad
SEVI 310V Entrepreneurship Internship

Total Hours 9

Note: BUSI 330V 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.
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 adviser for course selection.

<table>
<thead>
<tr>
<th>Required Class</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>SEVI 2073 Introduction to Outdoor Recreation Industries</td>
<td>3</td>
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<tr>
<th>Elective Courses: select two</th>
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<tbody>
<tr>
<td>SEVI 4703 Outdoor Industries Capstone Experience</td>
<td></td>
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<tr>
<td>SEVI 4713 Outdoor Industries Product Innovation Studio</td>
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<tr>
<td>SEVI 3673 Social Entrepreneurship ¹</td>
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<tr>
<td>SEVI 3933 Entrepreneurship and New Venture Development ¹</td>
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<tr>
<td>BUSI 330V Walton College Study Abroad ²</td>
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<tr>
<td>SEVI 310V Entrepreneurship Internship ²</td>
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Total Hours 9

¹ For SEVI 3673 and SEVI 3933 Outdoor Industries, program director approval is required.
² For BUSI 330V and SEVI 310V Outdoor Industries, program director approval is required.

Courses

SEVI 2033. Introduction to Venture and Value Creation. 3 Hours.
This course is a gateway course that establishes a foundation for new venture creation and innovation in business and nonprofit enterprises. Students will develop the skills necessary to identify and refine problems common to new ventures, and methods for individually and collaboratively creating solutions to those problems. The class will cover frameworks for assessing value creation, technical feasibility and organizational viability and is relevant to students interested in for-profit, nonprofit and for-benefit entrepreneurship and innovation. (Typically offered: Fall, Spring and Summer)

SEVI 2033. Business Foundations for Innovators and Entrepreneurs. 3 Hours.
This course 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 2053 and SEVI 2033. Walton College majors are not eligible to register for the course. No degree credit for Walton College majors. (Typically offered: Fall and Spring)
SEVI 2053. 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 1003 and DASC 1104) or (Business majors: ISYS 1123 with a grade of C or better and ACCT 2013 with a grade of C or better)). (Typically offered: Fall, Spring and Summer)

SEVI 2073. 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 3013. 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. Corequisite: Drill component. Prerequisite: ACCT 2013, (ACCT 2023 or SEVI 2053), BUSI 1033, ECON 2013, ECON 2023, (MATH 2053 or MATH 2564), (MATH 2043 or MATH 2554), COMM 1313, BLAW 2013, ISYS 2103, SCMT 2103, MGMT 2103, (FINN 2043 or FINN 3043), MKTG 3433, ISYS 1123, all with a grade of C or better. (Typically offered: Fall, Spring and Summer)

SEVI 3013H. 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 2013, (ACCT 2023 or SEVI 2053), BUSI 1033, ECON 2013, ECON 2023, (MATH 2053 or MATH 2564), (MATH 2043 or MATH 2554), COMM 1313, BLAW 2013, ISYS 2103, SCMT 2103, MGMT 2103, (FINN 2043 or FINN 3043), MKTG 3433, ISYS 1123, all with a grade of C or better, and honors standing. (Typically offered: Fall, Spring and Summer)

This course is equivalent to SEVI 3013.

SEVI 3033. 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 310V. 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 3233. 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 2053 or ACCT 2023. (Typically offered: Spring)

SEVI 3303. 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 4303) course, which completes the rest of the business model planning in preparation for investment seeking opportunities. Prerequisite: Instructor approval. (Typically offered: Spring)

SEVI 3343. 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 3673. 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 3703. 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 2073 or instructor consent. (Typically offered: Fall and Spring)

SEVI 3933. 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 4003H. 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 4103. 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 4103H. 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.

This course is equivalent to SEVI 4103.

SEVI 4233. 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 3233. (Typically offered: Spring)

SEVI 4303. 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 3303 and Instructor approval. (Typically offered: Fall)

SEVI 4333. 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) This course is cross-listed with BMEG 4593.

SEVI 4433. 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 3933. (Typically offered: Spring)

SEVI 4543. 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 4583. 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 4703. 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 4713. 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 4993. 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.