

Strategy, Entrepreneurship and Venture Innovation (SEVI)

Courses

SEVI 2013. 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, non-profit and for-benefit entrepreneurship and innovation. (Typically offered: Fall, Spring and Summer)

SEVI 2033. 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 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, and 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.

SEVI 5023. 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 5213. 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 5233. 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 5243. 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 5313. 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 5323. 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 5213 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 5363. 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 5391. 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 541V. 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 5323. (Typically offered: Spring) May be repeated for up to 12 hours of degree credit.

SEVI 5423. 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 5433. 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 5443. 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 545V. 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 5463. 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 5843. 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 5993. 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 6123. 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 6133. 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 6323. 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 636V. Special Topics in Strategy and Entrepreneurship. 1-12 Hour.

SEVI 636V 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 6423. 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 700V. Doctoral Dissertation. 1-18 Hour.

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