

ENTREPRENEURSHIP & INNOVATION (SEI)

SEI 101 - Innovation for All (3.0 hours)

This curriculum is designed to transform a room of strangers into a 'community of innovators' who will focus on developing the skills to rethink and reinvent industries. Case studies involve studying and meeting entrepreneurs who scaled innovative product ideas into major brands and large companies - reshaping and leading entire industries along the way. Sustainability topics include: corporate social responsibility, environmental goals, climate science, product innovation, social mission, and change agents. Intentional emphasis is on science literacy to be able to make decisions about sustainability. Innovation topics are covered.

SEI 200 - Topics in Entrepreneurship & Innovation (1.0-3.0 hours)

Conceptual treatment of topics important to entrepreneurship and innovation. 1-3 hours, may be repeated up to 6 hours under different titles/topics.

SEI 202 - Mindsets of Entrepreneurship & Innovation (3.0 hours)

This course enables students to develop essential skills, attitudes, and behaviors to identify opportunities, learn from setbacks, and succeed in diverse environments, which together comprise an entrepreneurial mindset. Through a series of dynamic activities, hands-on experiences and insightful readings students will learn and practice important dimensions of innovation, such as effective questioning, listening, creating a safe environment, courage, risk assessment, and trust-building, all of which are crucial for thriving in the dynamic economy and future workforce.

SEI 210 - Practicum in Entrepreneurship and Innovation (1.0-3.0 hours)

Variety of experiential activities related to entrepreneurship and/or innovation. 1-3 hours, may be repeated up to 6 hours under different titles/topics.

SEI 300 - Topics in Entrepreneurship & Innovation (1.0-3.0 hours)

Conceptual treatment of topics important to entrepreneurship and innovation. 1-3 hours, may be repeated up to 6 hours under different titles/topics.

Prerequisite: Junior Standing

SEI 305 - Innovation Journey (3.0 hours)

The Innovation Journey provides historical context and trajectories of where thought leaders predict our technological revolutions are headed. Learn about: innovations that propelled societal progress, legendary inventors, communities of innovators, environmental challenges in need of innovative solutions, entrepreneurial creativity, sustainability oriented innovation, the dangers of dark innovation, the Ten Types of Innovation and other processes. Also learn how to read a patent and an innovative negotiation strategy through the lens of Intellectual Capital Management. This course includes an introductory review to six other courses that deepen understanding of your potential to generate innovation. Prerequisite: Junior standing

SEI 310 - Practicum in Entrepreneurship and Innovation (1.0-3.0 hours)

Variety of experiential activities related to entrepreneurship and/or innovation. 1-3 hours, may be repeated up to 6 hours under different titles/topics.

Prerequisite: Junior standing.

SEI 330 - Intellectual Capital Mgmt Primer (3.0 hours)

This course is an introductory overview of Intellectual Capital Management (ICM) as it applies to organizations, inventors, and creatives. It utilizes a "flipped classroom" approach that enables 100% of the classroom time to be used for collaborative group work and interactive student discussions. The course takes an interdisciplinary view of Lean Innovation. Students with their own intellectual property will gain a working knowledge of how to approach licensing contracts that protect their creative works. Aspects of protecting and managing intellectual property (patents, copyrights, and trade secrets) are explored. Students will learn how and when to use non-disclosure agreements (NDA) and how to read a patent.

Prerequisite: Junior Standing

SEI 340 - Organizational Entrepreneurship and Innovation (3.0 hours)

Successful organizations emphasize learning as a means to sustain their competitive advantage. This course focuses on the study of entrepreneurial and innovative organizations, whether they are business corporations, non-profit organizations or government institutions. Areas of emphasis include uncovering the characteristics that foster innovation and achieve meaningful change in organizations that lead to the creation and implementation of profitable business opportunities or meaningful and impactful projects

Prerequisite: Junior standing

SEI 350 - Social Innovation and Impact (3.0 hours)

This interdisciplinary course introduces and strengthens key strategies of changemaking. Students examine social and environmental issues occurring across the globe and connect them to the local community by integrating the United Nations Sustainable Development Goals (UNSDGs). Through a human-centered design thinking project, students implement an action project at Bradley or in the local community. Topics covered include business strategy as a force for good, B Corps, social intrapreneurship, transformational leadership, storytelling, sustainability, and partnership development. Case studies review innovative activities of social, environmental, and political entrepreneurs, activists, organizations, and social movements.

Prerequisite: Junior standing

SEI 360 - Planning New Ventures (3.0 hours)

The objective of this course is to increase students' knowledge of entrepreneurship, and the tasks required to identify new venture opportunities and start a feasible, successful, high-growth new venture. They harness the required skills to launch, design, organize, finance, grow, and harvest the venture. Students team up to synthesize textbook readings, guest lectures, case studies, and class discussions to develop an actual business model for a potential business. This is a hands-on, practical course, where students validate their ideas through interaction with their target market and gain valuable feedback from entrepreneurs, investors and members of the business community.

Prerequisite: Junior standing

SEI 430 - Intellectual Capital Management & Innovation (3.0 hours)

This course explores many aspects of intellectual capital management (ICM) within organizations. It is a microeconomic application of the Nobel Prize winning 'knowledge economy' theories. The principles of Next Generation Lean Innovation are holistically examined. Patents, trademarks, copyrights, and trade secrets are discussed along with negotiating licensing agreements, intellectual property strategies, valuing intellectual assets, IP agreement structures. For cross-listed undergraduate/graduate courses, the graduate-level course will have additional academic requirements beyond those of the undergraduate course. Cross-listed with SEI 530.

Prerequisite: Junior standing

SEI 530 - Intellectual Capital Management & Innovation (3.0 hours)

This course explores many aspects of intellectual capital management (ICM) within organizations. It is a microeconomic application of the Nobel Prize winning 'knowledge economy' theories. The principles of Next Generation Lean Innovation are holistically examined. Patents, trademarks, copyrights, and trade secrets are discussed along with negotiating licensing agreements, intellectual property strategies, valuing intellectual assets, IP agreement structures. For cross-listed undergraduate/graduate courses, the graduate-level course will have additional academic requirements beyond those of the undergraduate course. Cross-listed with SEI 430.

Prerequisite: Graduate student standing