

Business and Analysis, B.S.

The Bachelor of Science in Business and Analysis produces career-ready graduates in an emerging and cross-disciplinary set of skills to meet a rapidly growing demand for employees. Degree skill sets include business analysis planning and monitoring, elicitation and collaboration, project management, data analysis and strategy, analytical thinking and problem solving, customer acquisition and retention, industry tools and technology/professional certification, and new venture financial acumen. Practical knowledge is gained by requiring each graduate to sit for at least one professional industry certification exam (IIBA, ECBA). Students will also be provided multiple opportunities to interact and network with industry partners on in-class projects and internships. Graduates will be prepared to enter the job market in a wide variety of industries such as technology, manufacturing, marketing, financial services, healthcare, and supply chain. In addition, this degree will provide entrepreneurial skills to develop businesses and products.

Matriculation Requirements

Complete the following:

Code	Title	Credit Hours
MGMT 2240	Business Quantitative Analysis	3
ECON 2010	Principles of Economics I SS	3
ACC 2110	Principles of Accounting I	3
MKTG 220G	Written Business Communication GI WE	3
MGMT 2340	Business Statistics I	3
or STAT 2040	Principles of Statistics QL	
MGMT 2400	Data Analytics for Business	3
MKTG 2390	Professional Business Presentations	3
Complete one of the following: ²		
My Educator		
IM 2600	Spreadsheet Applications	
IM 2010	Business Computer Proficiency	

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		120
General Education Requirements		35 Credits
ENGL 1010	Introduction to Academic Writing CC	3
or ENGH 1005	Literacies and Composition Across Contexts CC	
ENGL 2010	Intermediate Academic Writing CC	3
Complete one of the following:		3
MATH 1050	College Algebra QL (4)	
MATH 1055	College Algebra with Preliminaries QL (5)	
MATH 1090	College Algebra for Business QL (3)	
Complete one of the following:		3
HIST 2700 & HIST 2710	US History to 1877 AS and US History since 1877 AS (6)	
HIST 1700	American Civilization AS (3)	
HIST 1740	US Economic History AS (3)	
POLS 1000	American Heritage AS (3)	
POLS 1100	American National Government AS (3)	
Complete the following:		
PHIL 2050	Ethics and Values IH	3
HLTH 1100	Personal Health and Wellness TE	2
or EXSC 1097	Fitness for Life TE	
Distribution Courses:		
Biology		3

Physical Science		3
ECON 2010	Principles of Economics I SS (As a matriculation requirement, a grade of C- or higher is required)	3
Additional Biology or Physical Science		3
Humanities Distribution		3
Fine Arts Distribution		3
Matriculation Requirements ³		18
		Credits
Complete one of the following: ¹		
My Educator		
IM 2010	Business Computer Proficiency (3)	
IM 2600	Spreadsheet Applications (3)	
Complete the following:		
ACC 2110	Principles of Accounting I	3
MKTG 220G	Written Business Communication GI WE (B- or higher)	3
MGMT 2240	Business Quantitative Analysis	3
MGMT 2340	Business Statistics I	3
or STAT 2040	Principles of Statistics QL	
MGMT 2400	Data Analytics for Business	3
MKTG 2390	Professional Business Presentations	3
Note: ECON 2010 is also a required course for matriculation.		
Discipline Core Requirements		67
		Credits
MKTG 1890	Introduction to Careers in Business	1
FIN 3100	Principles of Finance	3
MKTG 3600	Principles of Marketing	3
MGMT 3000	Organizational Behavior WE	3
MGMT 3450	Operations Management	3
MKTG 3890	Business Career Strategy	2
MGMT 4860	Business Strategy Formulation and Implementation	3
Concentration Core Requirements:		
MGMT 295R	Executive Lecture Series	1
or ENTR 293R	Entrepreneurship Lecture Series	
FIN 3410	Introduction to Venture Capital Skills	3
MGMT 4260	Business Analysis and Project Management	3
MGMT 4350	Business Intelligence and Data Visualization	3
MKTG 4610	Sales Operations	3
MGMT 481R	Internship	3
Choose one of the following:		3
MGMT 330G	Survey of International Business GI (3)	
MGMT 332G	Cross Cultural Communications for International Business GI (3)	
MKTG 335G	International Marketing GI (3)	
ECON 305G	International Economics GI (3)	
Program Electives		
Choose 15 credits from advisor's list of approved WSB courses		15
9 credits must be upper division.		
6 credits can be lower- or upper-division		
General Electives		
Complete 15 hours of courses numbered 1000 or higher		15

1

My Educator score of 80% or better; IM 2010 Business Computer Proficiency or IM 2600 Spreadsheet Applications with a grade of B- or higher.

2

Grade of B- or higher required.

3

A grade of C- or better is required in all matriculation courses (MKTG 220G requires a grade of B- or better). Students will be limited to 9 hours of upper-division classes until matriculation requirement is fulfilled.

Graduation Requirements

1. Completion of a minimum of 120 semester credits required in the BS degree; at least 40 credit hours must be upper-division courses.
2. Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all Woodbury School of Business matriculation courses. No grade lower than a "C-" in core and specialization courses.
3. Residency hours: Minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
5. Successful completion of at least one Global/Intercultural course.
6. Successful completion of at least two Writing Enriched courses.

Note: Students will be limited to 9 hours of upper-division credit until matriculation is completed.

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

First Year

Semester 1		Credit Hours
ENGL 1010 or ENGH 1005	Introduction to Academic Writing CC or Literacies and Composition Across Contexts CC	3
General Elective (MAT 1000/1005 recommended)		4
Physical Science Distribution		3
Fine Art Distribution		3
HLTH 1100 or EXSC 1097	Personal Health and Wellness TE or Fitness for Life TE	2
MKTG 1890	Introduction to Careers in Business	1
Credit Hours		16
Semester 2		Credit Hours
ENGL 2010	Intermediate Academic Writing CC	3
Complete one of the following:		3
MATH 1050	College Algebra QL	
MATH 1055	College Algebra with Preliminaries QL	
MATH 1090	College Algebra for Business QL	
American Institutions		3
Biology		3
General Elective (IM 2010 or IM 2600 recommended)		3
Credit Hours		15

Second Year

Semester 3		Credit Hours
PHIL 2050	Ethics and Values IH	3
MGMT 2240	Business Quantitative Analysis	3
MKTG 2390	Professional Business Presentations	3
ECON 2010	Principles of Economics I SS	3
Additional science distribution		3
Credit Hours		15
Semester 4		Credit Hours
ACC 2110	Principles of Accounting I	3
MGMT 2340	Business Statistics I	3
MKTG 220G	Written Business Communication GI WE	3
MGMT 2400	Data Analytics for Business	3
Humanities distribution		3
Credit Hours		15

Third Year

Semester 5		Credit Hours
FIN 3100	Principles of Finance	3

MGMT 3450	Operations Management	3
MKTG 3600	Principles of Marketing	3
Pre-approved upper-division course		3
General elective		3
Credit Hours		15
Semester 6		
FIN 3410	Introduction to Venture Capital Skills	3
MGMT 3000	Organizational Behavior WE	3
MKTG 4610	Sales Operations	3
Pre-approved upper-division course		3
Choose one of the following		3
MGMT 330G	Survey of International Business GI	
MGMT 332G	Cross Cultural Communications for International Business GI	
MKTG 335G	International Marketing GI	
ECON 305G	International Economics GI	
Credit Hours		15
Fourth Year		
Semester 7		
MGMT 4860	Business Strategy Formulation and Implementation	3
MKTG 3890	Business Career Strategy	2
MGMT 4350	Business Intelligence and Data Visualization	3
MGMT 295R or ENTR 293R	Executive Lecture Series or Entrepreneurship Lecture Series	1
Pre-approved upper-division course		3
General elective		3
Credit Hours		15
Semester 8		
MGMT 4260	Business Analysis and Project Management	3
MGMT 481R	Internship	3
Electives chosen from advisor's list of pre-approved courses		6
General elective		2
Credit Hours		14
Total Credit Hours		120

Program Learning Outcomes

1. Exhibit quantitative and qualitative reasoning skills applied to a variety of business development and monitoring problems.
2. Analyze, conduct, and present (in both written and oral formats) quantitative business solutions.
3. Apply a variety of data analytics tools (data visualization, forecasting, simulation, optimization, strategic models and other mathematical, statistical tools, software, and computer language tools) to a wide variety of strategic business development problems.
4. Analyze, approach, and synthesize enterprise financial problems using quantitative and qualitative techniques and state-of-the-art software packages.
5. Develop solutions for customer acquisition and retention issues affecting businesses locally, nationally, and internationally.
6. Apply systems thinking and reasoning to create business development and solve elicitation and collaboration issues.