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 Require	rements	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	ng:	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	ng:	3
HIST 2700	US History to 1877 AS	
& HIST 2710	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

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 Fine Arts Distribution 3 Markinculation Requirements 188 Complete one of the following: ************************************	Physical Science		3
Additional Biology or Physical Science Immanified Distribution Implementable Distribution Implementable Distribution Implementable Implementab		Principles of Economics LSS (As a matriculation requirement, a grade of C- or higher is required)	
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My 2010 Business Computer Proficiency (3) My 2000 Spreadsheet Applications (3) Complete the following: Complete the following: ACC 2110 Principles of Accounting I 3 MKTC 220G Written Business Communication GI WE (B- or higher) 3 MKMT 2240 Business Statistics I 3 MCMT 2440 Business Statistics U 7 MKTG 2900 Data Analytics for Business 3 MKTG 2400 Data Analytics for Business 3 MKTG 2900 Principles of Statistics U 7 Vice CON 2010 is also a required course for matriculation. 3 MKTG 1800 Introduction to Careers in Business 1 MKTG 1800 Introduction to Careers in Business 1 MKTG 3800 Principles of Marketing 3 MKTG 3800 Qusiness Career Strategy	matriculation requirements		
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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: Very Comment of Core Requirements 1 MGMT 295R Executive Lecture Series 1 or ENTR 293R Entrepreneurship Lecture Series 1 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 International Musicians of Consecutive of the following: 3 MGMT 330G Survey of International Business GI (3) MKTG 335G International Marketing GI (3) ECON 305G International Economics GI (3) Program Electives 15 Choose 15 credits from advisor's list of approved WSB courses 15 9 credits can be lower- or upper-division 5	FIN 3100	Principles of Finance	3
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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 1 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 Marketing GI (3) ECON 305G International Economics GI (3) Program Electives 15 O credits from advisor's list of approved WSB courses 15 9 credits must be upper division. 6 credits can be lower- or upper-division	MGMT 3000	Organizational Behavior WE	3
MGMT 4860 Business Strategy Formulation and Implementation 3 Concentration Core Requirements: 1 MGMT 295R Executive Lecture Series 1 or ENTR 293R Entrepreneurship Lecture Series 1 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 15 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	MGMT 3450	Operations Management	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) MKTG 335G International Marketing GI (3) ECON 305G International Economics GI (3) Program Electives 15 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	MKTG 3890	Business Career Strategy	2
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) MKTG 335G International Marketing GI (3) ECON 305G International Economics GI (3) Program Electives 15 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	MGMT 4860	Business Strategy Formulation and Implementation	3
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) MKTG 335G International Marketing GI (3) ECON 305G International Economics GI (3) Program Electives 15 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	Concentration Core Requiremen		
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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	MGMT 4260	Business Analysis and Project Management	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	MGMT 4350	Business Intelligence and Data Visualization	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	MKTG 4610		3
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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	MGMT 332G	Cross Cultural Communications for International Business 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	MKTG 335G		
Program Electives Choose 15 credits from advisor's list of approved WSB courses 9 credits must be upper division. 6 credits can be lower- or upper-division General Electives	ECON 305G		
Choose 15 credits from advisor's list of approved WSB courses 9 credits must be upper division. 6 credits can be lower- or upper-division General Electives	Program Electives		
9 credits must be upper division. 6 credits can be lower- or upper-division General Electives	-	s list of approved WSB courses	15
6 credits can be lower- or upper-division General Electives		• •	
General Electives			
	General Electives		
· ·		umbered 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 upperdivision 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

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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	Introduction to Academic Writing CC	3
or ENGH 1005	or Literacies and Composition Across Contexts CC	
General Elective (MAT 1000/1005 recommended)		4
Physical Science Distribution		3
Fine Art Distribution		3
HLTH 1100	Personal Health and Wellness TE	2
or EXSC 1097	or Fitness for Life TE	
MKTG 1890	Introduction to Careers in Business	1
	Credit Hours	16
Semester 2		
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		
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		
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		
FIN 3100	Principles of Finance	3

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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	
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	Executive Lecture Series	1
or ENTR 293R	or Entrepreneurship Lecture Series	·
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 o	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.