

Business Analysis, Undergraduate Certificate

Visit the Strategic Management and Operations Department page (<https://www.uvu.edu/woodbury/strategic-management/>) for more information on the program and access to advising.

Program Description

Provides the business analysis skill set needed for a business of any size. Includes current data skills in spreadsheet analysis, data visualization, data querying, business automation, and artificial intelligence. The Business Analysis certificate produces career-ready graduates in an emerging and cross-disciplinary set of business analysis skills to meet a rapidly growing demand for employees. Skill sets include business analysis planning and monitoring, elicitation and collaboration, data analysis, analytical thinking and problem solving, customer acquisition and retention, industry tools and technology/professional certification. Practical knowledge is gained by requiring each graduate to sit for at least one professional industry certification exam (Advanced Excel, for example). Students will also be provided multiple opportunities to interact and network with industry partners on in-class projects. Graduates will be prepared to enter the job market in a wide variety of analysis jobs in technology, manufacturing, marketing, financial services, healthcare, and supply chain.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		18
Discipline Core Requirements		18 Credits
MGMT 1400	Introduction to Data Analytics	3
MGMT 2340	Business Statistics I	3
MGMT 2400	Data Analytics for Business	3
MGMT 4350	Business Intelligence and Data Visualization	3
Complete one of the following:		3
INFO 2410	Database Fundamentals (3)	
HR 4060	HR Analytics (3)	
MKTG 3300	Marketing Analytics (3)	
Complete one of the following (or any other upper-division, advisor-approved course):		3
MGMT 3345	Business Statistics II (3)	
MGMT 3450	Operations Management (3)	
MGMT 4480	Management Science and Optimization (3)	
MGMT 4620	Developing Business in China (3)	
IM 3500	Content Creation Applications (3)	
IM 3600	Advanced Excel for Decision Making (3)	
IM 4300	Information Workflow Management (3)	
INFO 3130	Introduction to Applied Data Analytics (3)	
CS 3050G	Global Social and Ethical Issues in Computing (3)	

Graduation Requirements

1. Completion of a minimum of 18 credits.
2. Residency hours: Minimum of 5 credit hours through course attendance at UVU.

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		Credit Hours
Semester 1		
MGMT 1400	Introduction to Data Analytics	3
MGMT 2340	Business Statistics I	3
Credit Hours		6

Semester 2		
MGMT 2400	Data Analytics for Business	3
Credit Hours		3
Second Year		
Semester 1		
MGMT 4350	Business Intelligence and Data Visualization	3
Complete one of the following:		3
INFO 2410	Database Fundamentals	
HR 4060	HR Analytics	
MKTG 3300	Marketing Analytics	
Credit Hours		6
Semester 2		
MGMT Elective Course		3
Credit Hours		3
Total Credit Hours		18

Program Learning Outcomes

1. Exhibit quantitative and qualitative reasoning skills applied to a variety of business development and monitoring problems.
2. 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.
3. Apply systems thinking and reasoning to create business development and solve elicitation and collaboration issues.

Management analysts

- Total Positions 1,018,300
- Field Growth 10.6%
- Median Salary \$99,410
- Average Openings 95.7

Operations research analysts

- Total Positions 123,300
- Field Growth 23.0%
- Median Salary \$83,640
- Average Openings 11.3