

# Strategic Foresight and Business, B.S.

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

Strategic Foresight in Business prepares students for strategic roles in guiding enterprises through uncertainty and being at the forefront of business innovation. It prepares students to foresee and navigate the future of global business landscapes, analyze trends, anticipate market shifts, and develop strategic responses to emerging challenges and opportunities. It prepares students to be able to integrate AI strategies into business operations in order to stay ahead in a rapidly evolving tech-driven world. Students will learn to create visionary and sustainable strategies that drive future success.

## Matriculation Requirements

Complete the following:

Code	Title	Credit Hours
MGMT 2240	Business Quantitative Analysis	3
ECON 2010	Principles of Economics I	3
ACC 2110	Principles of Accounting I	3
MKTG 2200G	Written Business Communication	3
MGMT 2340 or STAT 2040	Business Statistics I Principles of Statistics	3
MGMT 2400	Data Analytics for Business	3
MKTG 2390	Professional Business Presentations	3
My Educator		
IM 2600	Spreadsheet Applications	3
IM 2010	Business Computer Proficiency	3

## Program Requirements

Code	Title	Credit Hours
<b>Total Credit Hours</b>		<b>120</b>
ENGL 1010 or ENGL 1005	Introduction to Academic Writing Foundations of Academic Writing	3
ENGL 2010	Intermediate Academic Writing	3
Complete one of the following:		3
MATH 1050	College Algebra	
MATH 1055	College Algebra with Preliminaries	
MATH 1090	College Algebra for Business	
Complete one of the following:		3
HIST 2700 or HIST 2710	US History to 1877 US History since 1877	
HIST 1700	American History	
HIST 1740	US Economic History	
POLS 1000	American Heritage	
POLS 1100	American National Government	
Distribution Courses:		
ECON 2010	Principles of Economics I	3
Arts Distribution		3
Humanities Distribution		3
Life Sciences Distribution		3
Physical Sciences Distribution		3

Personal and Professional Growth Distribution		3
<b>Matriculation Requirements</b> <sup>3</sup>		<b>18</b>
		<b>Credits</b>
Complete one of the following: <sup>1</sup>		
My Educator		
IM 2010	Business Computer Proficiency (3)	
IM 2600	Spreadsheet Applications (3)	
Complete the following:		
ACC 2110	Principles of Accounting I	3
MKTG 2200G	Written Business Communication	3
MGMT 2240	Business Quantitative Analysis	3
MGMT 2340	Business Statistics I	3
or STAT 2040	Principles of Statistics	
MGMT 2400	Data Analytics for Business	3
MKTG 2390	Professional Business Presentations	3
<b>Discipline Core Requirements</b>		<b>24</b>
		<b>Credits</b>
LEGL 3000	Business Law	3
FIN 3100	Principles of Finance	3
MKTG 1890	Introduction to Careers in Business	1
MKTG 3600	Principles of Marketing	3
MGMT 3000	Organizational Behavior	3
MGMT 3345	Business Statistics II	3
MGMT 3450	Operations Management	3
MGMT 3860	Generative AI and Strategic Innovation	3
MKTG 3890	Business Career Strategy	2
<b>Concentration Core Requirements</b>		<b>27</b>
		<b>Credits</b>
MGMT 1300	Business Security and Resilience	3
MGMT 1350	Futures and Strategic Foresight in Business	3
MGMT 2370	Strategic Applications of AI in Business Foresight	3
MGMT 3870	Advanced Research Methods in Strategic Foresight for Business	3
MGMT 4860	Business Strategy Formulation and Implementation	3
MGMT 4350	Business Intelligence and Data Visualization	3
MGMT 4900	Business Strategy Capstone--Foresight Planning and AI	3
Choose one of the following:		3
MGMT 3300G	Survey of International Business (3)	
MGMT 3320G	Cross Cultural Communications for International Business (3)	
MKTG 3350G	International Marketing (3)	
ECON 3050G	International Economics (3)	
MGMT 4810R	Internship	3
<b>Program Electives:</b>		<b>21</b>
		<b>Credits</b>
In consultation with their advisor, students will pick a broad number of courses from the following areas:		18
Political Science, Constitutional Studies, Communications, Computing, Digital Media, Environmental Studies, Environmental Management, Chinese Studies, Criminal Justice, Computer Science, Civics, Military Science, Aerospace Studies, Exercise Science, Geography, National Security Studies, Behavioral Science, Biotechnology, Geographic Information Systems, Sociology, Anthropology, Information Systems, Emergency Management, Aviation Science, Humanities, Intelligence Studies, Legal Studies, Public Administration, Psychology, Philosophy		
In consultation with an advisor, students may only take one elective course from the following areas:		3
Operation and Supply Chain, Marketing, Accounting, Finance, Leadership, Entrepreneurship, Human Resource Management, Technology Management		

<sup>1</sup> My Educator score of 80% or better; IM 2010 Business Computer Proficiency or IM 2600 Spreadsheet Applications with a grade of B- or higher.

<sup>2</sup> Grade of B- or higher required.

<sup>3</sup> A grade of C- or better is required in all matriculation courses (MKTG 2200G 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 ENGL 1005	Introduction to Academic Writing or Foundations of Academic Writing	3
Emphasis or Business Elective		3
Physical Science Distribution		3
Arts Distribution		3
MGMT 1300	Business Security and Resilience	3
<b>Credit Hours</b>		<b>15</b>

### Semester 2

ENGL 2010	Intermediate Academic Writing	3
Complete one of the following:		3
MATH 1050	College Algebra (4)	
MATH 1055	College Algebra with Preliminaries (5)	
MATH 1090	College Algebra for Business (3)	
American Institutions		3
Life Sciences Distribution		3
MGMT 1350	Futures and Strategic Foresight in Business	3
<b>Credit Hours</b>		<b>15</b>

### Second Year

#### Semester 3

Personal and Professional Growth Distribution		3
MGMT 2240	Business Quantitative Analysis	3
MGMT 2340	Business Statistics I	3
MKTG 2390	Professional Business Presentations	3
MGMT 2370	Strategic Applications of AI in Business Foresight (Strategic AI)	3
<b>Credit Hours</b>		<b>15</b>

#### Semester 4

ACC 2110	Principles of Accounting I	3
MKTG 2200G	Written Business Communication	3
MGMT 2400	Data Analytics for Business	3
MGMT 3345	Business Statistics II	3
Humanities Distribution		3
<b>Credit Hours</b>		<b>15</b>

### Third Year

#### Semester 5

FIN 3100	Principles of Finance	3
MGMT 3450	Operations Management	3
MKTG 3600	Principles of Marketing	3
LEGL 3000	Business Law	3

ECON 2010	Principles of Economics I	3
<b>Credit Hours</b>		<b>15</b>
<b>Semester 6</b>		
MGMT 3000	Organizational Behavior	3
MGMT 3870	Advanced Research Methods in Strategic Foresight for Business	3
MKTG 1890	Introduction to Careers in Business	1
Choose one of the following		3
MGMT 3300G	Survey of International Business	
MGMT 3320G	Cross Cultural Communications for International Business (3)	
MKTG 3350G	International Marketing (3)	
ECON 3050G	International Economics (3)	
MKTG 3890	Business Career Strategy	2
Emphasis or Business Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Semester 7</b>		
MGMT 4350	Business Intelligence and Data Visualization	3
MGMT 4860	Business Strategy Formulation and Implementation	3
MGMT 3860	Generative AI and Strategic Innovation	3
Emphasis or Business Elective		3
Emphasis or Business Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Semester 8</b>		
MGMT 4900	Business Strategy Capstone--Foresight Planning and AI	3
MGMT 4810R	Internship	3
Emphasis or Business Elective		9
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>120</b>

## Program Learning Outcomes

1. Create an institutional strategic foresight plan using diverse research methodologies and data that informs institutional decision-making.
2. Improve business practices using Artificial Intelligence and other emerging technologies.
3. Propose sustainable business change using strategic foresight and agile methodologies.
4. Facilitate leadership during uncertainty and change with strategic foresight, innovation, and ethical decision-making.
5. Critically explore issues, ideas, and events in the process of making strategic foresight evaluations and business decisions.
6. Model strategic foresight skills and knowledge to reason and solve problems from a wide array of business challenges, both qualitatively and quantitatively.

### Chief executives

- Total Positions 313,900
- Field Growth 5.5%
- Median Salary \$206,680
- Average Openings 23.0

### General and operations managers

- Total Positions 3,630,100
- Field Growth 5.8%
- Median Salary \$101,280
- Average Openings 320.8

### Sales managers

- Total Positions 584,800
- Field Growth 5.9%
- Median Salary \$135,160
- Average Openings 48.6

## Administrative services managers

- Total Positions 256,800
- Field Growth 6.2%
- Median Salary \$106,470
- Average Openings 22.7

## Facilities managers

- Total Positions 140,500
- Field Growth 5.3%
- Median Salary \$102,340
- Average Openings 12.5

## Industrial production managers

- Total Positions 230,100
- Field Growth 2.8%
- Median Salary \$116,970
- Average Openings 17.1

## Transportation, storage, and distribution managers

- Total Positions 211,800
- Field Growth 9.0%
- Median Salary \$99,200
- Average Openings 19.7

## Compensation and benefits managers

- Total Positions 19,100
- Field Growth 2.1%
- Median Salary \$136,380
- Average Openings 1.3

## Human resources managers

- Total Positions 208,900
- Field Growth 6.5%
- Median Salary \$136,350
- Average Openings 17.4

## Managers, all other

- Total Positions 1,282,500
- Field Growth 5.7%
- Median Salary \$133,560
- Average Openings 105.8