

Woodbury School of Business

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- **Professorships:**
- Miles and Mary Morris Professor of Entrepreneurship: Peter Robinson Ph.D.
- Wally R. Woodbury Professor of Economics: Amir Kia, Ph.D.
- Orin R. Woodbury Professor of Leadership and Ethics: Susan Madsen, Ed.D.

Mission Statement

Through exceptional business education, we help students become successful professionals who build our community.
Core Themes - (University Alignment: Student Success, Engagement, Inclusivity, and Seriousness)

1. Delta: Maximize student improvement through engaged learning
2. Placement: Help students obtain and succeed in careers aligned with their goals
3. Scholarship with Impact: Produce and promote research that improves business education and practice
4. Reach: Serve as many people in our community as we can through increased efficiency and inclusive outreach

Accreditation

The Woodbury School of Business was reaccredited with the Association to Advance Collegiate Schools of Business (AACSB) accreditation in fall 2011. AACSB International Business accreditation is an achievement earned only by programs of the highest caliber. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review.

Advisement Center

The Woodbury School of Business Advisement Center provides one-on-one advising throughout a student's program. Information regarding transfer programs is readily available by contacting departmental advisors in WB 257 of the Woodbury Business Building. Each student should make an appointment to see a Woodbury School of Business advisor early in his/her first semester on campus.

- **Advisors:**
 - Scott Childs
 - Office: WB 257d
 - Telephone: 801-863-6719
 - Email: childssc@uvu.edu

 - Polly Clauson, Manager
 - Office: WB 257b
 - Telephone: 801-863-6482
 - Email: Polly.Clauson@uvu.edu

 - Lisa Giguere
 - Office: WB 257h
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 - Email: lisa.giguere@uvu.edu

 - Diana Johnsen
 - Office: WB 257f
 - Telephone: 801-863-8832
 - Email: johnsedi@uvu.edu

 - Clint Martinez

- Office: WB 257e
- Telephone: 801-863-5343
- Email: Martincl@uvu.edu

- Mignon Nicol
- Office: WB 257g
- Telephone: 801-863-8749
- Email: nicolmi@uvu.edu

- Tracy Wilson
- Office: WB 258
- Telephone: 801-863-6889
- Email: tracy.wilson@uvu

- Kim Wright
- Office: WB 257a
- Telephone: 801-863-6890
- Email: wrightki@uvu.edu

Internships/Career Services

The Woodbury School of Business encourages students to enroll in internship courses once they have matriculated. Completing between three and six credits of internship is required of many degrees in the Woodbury School of Business. An internship combines classroom theory with related, practical job experience. While enrolled at the university, students select a work environment related to their major. Internship experience serves as a resume builder and assists students in launching their careers following graduation.

A coordinator works closely with students and employers to ensure that the internship is a successful career education experience. The Woodbury School of Business Manager of Career and Corporate Development is:

- **Internship Manager:** Jessica McArthur
- Office: WB 146k
- Telephone: 801-863-6243
- Email: jmcarthur@uvu.edu
- Fax: 801-863-7314

- **Coordinator, Career Services:** Bonnie Mortensen
- Office: WB 146r
- Telephone: 801-863-8097
- Email: Bmortensen@uvu.edu

Admission to the Woodbury School of Business

Students choosing to pursue majors in the Woodbury School of Business should decide early, plan their schedules carefully, be aware of all the requirements, and stay informed about any changes by checking often with advisors in the Woodbury School of Business Advisement Center.

Accessibility to the Woodbury School of Business Courses

All 1000- and 2000-level business courses are open to all UVU students along with selected 3000- and 4000-level courses. Some courses have prerequisites, which must be satisfied. No more than 9 credits of upper-division courses can be taken before a student has been formally matriculated into the UVU Woodbury School of Business.

Repeating Failed Foundation Core Courses

Each business major has foundation core courses. A student will be allowed to repeat a failed foundation core course only twice. If the foundation core course is not passed with a minimum grade of "C-" after the third attempt, the student will not be allowed to apply for matriculation toward a degree in one of the Woodbury School of Business majors.

Application Requirements for Matriculation

To be considered for matriculation in a Woodbury School of Business four-year program, a student must do the following:

- Complete the foundation core courses listed for their major with at least a "C-" grade; Legal Studies majors must have a grade of "C+" or higher. A student will be limited in taking upper-division coursework (3000 level or higher) until these foundation courses are completed.
- IM 2010 or IM 2600 and MKTG 2200 require a B- grade.
- Complete matriculation orientation course (CEBU 100).
- Achieve a grade point average (GPA) in business courses of at least a 2.5 and an overall GPA of 2.0.
- Contact a Woodbury School of Business advisor to complete the process.
- The student will be required to complete the program that is in effect at the time (matriculation) is granted. Exceptions will be handled on a case-by-case basis.

Major Specialization of Courses

After matriculation, the student will be required to complete the remaining courses in their major specialization. See your Woodbury School of Business advisor or the appropriate section of the current catalog for requirements for each major specialization.

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Maintenance of Matriculation

Once matriculated, the student must maintain the 2.5 business GPA to remain in the Woodbury School of Business. A student falling below the minimum GPA will be placed on probation for one semester. If the business GPA remains below 2.5 for a second semester, matriculation will be revoked. A student who wishes to continue in the Woodbury School of Business major will be required to retake some classes to bring up the business GPA to at least 2.5 and will be required to apply for reinstatement for matriculation.

A student will be allowed to repeat a failed major specialization course only twice. If the course is not passed with a minimum of "C-" after the third attempt ("C+" for Legal Studies majors), the student will be dropped from the Woodbury School of Business program.

Graduation Requirements

A Bachelor of Science degree in a Woodbury School of Business major may be earned upon the completion of four years of full-time (16 credits per semester) university work. The bachelor degree consists of 120 semester credit hours with a minimum of 40 hours upper-division credits. At least 30 of the credit hours earned in the degree must be Woodbury School of Business courses; 10 of these credit hours must be within the last 45 credit hours earned toward completion of the degree. The student pursuing a bachelor degree must also complete the general education requirements. The student must have a 2.5 GPA in Woodbury School of Business courses and a minimum 2.0 GPA overall for graduation.

The Woodbury School of Business reserves the right to change, at any time, the requirements for graduation and every candidate not yet matriculated into a Woodbury School of Business degree will be required to comply with such changes as far as the uncompleted portion of his/her degree is affected. Any exceptions must be approved by the Dean. In addition, courses within degrees may change at any time. Students will be required to complete the revised course requirements even if the changes add credit hours to the original degree.

Whether or not a course is accepted toward degree requirements is determined by the date it was taken and the grade received. For details contact your UVU Woodbury School of Business Advisor or the Woodbury School of Business Assistant Dean.

Credit Policy

1. **Obsolete Credit:** UVU Woodbury School of Business credit or business transfer credit earned more than ten years earlier than the proposed date of graduation (five years for business computer proficiency) may not be accepted toward requirements for graduation unless validated through taking a challenge examination, completing the next course in a related sequence with a grade of "C" or better, or receiving department chair and assistant dean approval.
2. **Waiver/substitution Requests:** Any deviations from the printed UVU Woodbury School of Business graduation requirements must be approved by the appropriate department chair and the assistant dean prior to waiving, substituting, or taking the course(s) in question.
3. **Challenge/Experiential Credit:** Credit for any course that appears in the current catalog may be awarded to individuals who can prove through appropriate assessment and/or documentation that they have already acquired the equivalent knowledge and/or expertise required for successful completion of that course. See your Woodbury School of Business advisor for details on how to receive challenge credit for a specific course. Students may not challenge a class for which they are or have been enrolled. No more than 25 percent of the minimum credits of challenge/experiential may be applied to a bachelor degree in the Woodbury School of Business.
4. **Coop/Internship Credits:** Academic credit for cooperative work experience and/or internship may be granted in associate and bachelor degrees. Check with your Woodbury School of Business advisor for the maximum number of coop/internship credits that can be applied to your specific program. Additional coop/internship credits may be taken (but not applied toward graduation) with the approval of the manager of career and corporate development and the assistant dean.
5. **Transfer Credits:** Students transferring from other colleges or universities within the Utah System of Higher Education (USHE) should consult their Woodbury School of Business advisor to determine which credits will be accepted by UVU. Students wishing to transfer Woodbury School of Business credits from colleges or universities outside the state not covered by the USHE Transfer Credit Guide may need to submit further documentation, which allows the Transfer Office, Woodbury School of Business advisor, department chair, and/or Woodbury School of Business assistant dean to assess the content of courses taken. In the majority of cases, courses taken at institutions accredited by the Association to Advance Collegiate Schools of Business (AACSB) International will be accepted. Only courses with a grade of "C-" or higher are eligible for credit. Classes taken more than 10 years ago may not be accepted but will be evaluated individually.

Application Requirements (Matriculation)

To be considered for matriculation in a Woodbury School of Business four-year program, a student must do the following:

- Complete the foundation core courses listed for their major with at least a "C-" grade; Legal Studies majors must have a grade of "C+" or higher. A student will be limited in taking upper-division coursework (3000 level or higher) until these foundation courses are completed.
- IM 2010 and MKTG 2200 require a B- grade.
- Complete matriculation orientation course (CEBU100)
- Achieve a grade point average (GPA) in business courses of at least a 2.5 and an overall GPA of 2.0.
- Make formal application for (matriculation) through a Woodbury School of Business advisor.
- The student will be required to complete the program that is in effect at the time (matriculation) is granted. Exceptions will be handled on a case-by-case basis.

Maintenance of Matriculation

Once matriculated, the student must maintain the 2.5 business GPA to remain in the Woodbury School of Business. A student falling below the minimum GPA will be placed on probation for one semester. If the business GPA remains below 2.5 for a second semester, matriculation will be revoked. A student who wishes to continue in the Woodbury School of Business major will be required to retake some classes to bring up the business GPA to at least 2.5 and will be required to apply for reinstatement for matriculation.

A student will be allowed to repeat a failed major specialization course only twice. If the course is not passed with a minimum of "C-" after the third attempt ("C+" for Legal Studies majors), the student will be dropped from the Woodbury School of Business program.

Degrees Offered

Master of Accountancy

Master of Business Administration

- Accounting
- Finance
- Management

- Marketing

Bachelor of Arts

Economics
Finance
Human Resource Management
Marketing

Bachelor of Science

Accounting

- General
- Internal Auditing

Business Management

- General Business
- Hospitality Management
- International Business

Digital Marketing
Economics
Entrepreneurship
Finance
Hospitality Management
Human Resource Management
Legal Studies
Marketing
Personal Financial Planning

Associate in Science

Accounting
Business
Hospitality Management
Legal Studies
Woodbury School of Business—transfer degree

Associate in Applied Science

Business Management
Hospitality Management
Legal Studies

Certificate of Completion

Accounting
Business Management

Certificate of Proficiency

Entrepreneurship
Financial Planning
Legal Studies
Operations Management
Professional Sales

Minor

Accounting
Business Management
Economics
Entrepreneurship
Event Planning
Finance
Internal Auditing
Human Resource Management
Legal Studies
Marketing

Business Computer Proficiency

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Most of the degrees offered in the Woodbury School of Business require the student to demonstrate business computer proficiency. Students pursuing most bachelor degrees must complete this proficiency requirement before they can matriculate. This proficiency can be attained by completing the Excel Educator course through MyEducator with a score of 80 percent or higher or complete IM 2010 or IM 2600 course with a score of 80 percent or higher. See your Woodbury School of Business advisor for additional details.

Degree Requirements

See the individual departmental sections in the catalog that follow this Woodbury School of Business section for specific requirements on each degree offered by the individual departments.

The Associate in Science Woodbury School of Business transfer degree is available for students planning to transfer to another college or university in Utah, or it can be completed by students seeking a BS degree at UVU.

Programs

Master of Accountancy

Please see [Graduate Studies](#).

Master of Business Administration

Please see [Graduate Studies](#).

Accounting

- **Department Chair:** Kevin Smith
- Office: WB 221
- Telephone: 801-863-8859
- Email: KSmith@uvu.edu

The mission of the Accounting Department is to build a strong learning and growth environment for students to prepare for successful careers in industry, government, and public accounting. We maintain a teaching-focused environment where students can master the fundamental and technical competencies required of professional accountants.

Through our partnering with the business community, students will have opportunities of interactive learning in and out of the classroom. The Accounting Department is committed to assessing current accounting trends and developing specialties within the curriculum to prepare students for careers in those growth fields. Upon completion of an Accounting degree, students should have a combination of skills and abilities including but not limited to leadership, teamwork, communication, analytical reasoning, and lifelong learning.

Finance & Economics

- **Department Chair:** Lowell M. Glenn
- Office: WB 215
- Telephone: 801-863-8385
- Email: Lowell.Glenn@uvu.edu

The business world is more competitive today than in past generations. Decision makers understand the increasing importance of getting things right the first time using business models and measurement methods in making those policy decisions. The classes taught in the Department of Finance and Economics are designed to give students the background to make professional business decisions.

The department offers three bachelor degree programs in Economics, Finance, and Personal Financial Planning (PFP). Graduates in economics find employment in a variety of public and private institutions while many go on to graduate education in law, public policy, an MBA and other disciplines. Finance major's move on to careers in corporate financial management, as investment managers and analysts, in banking and other careers in the finance industry. The business world is more competitive today than in past generations. Decision makers understand the increasing importance of getting things right the first time using business models and measurement methods to make policy decisions. The PFP program is designed to prepare students for professional careers as fee-for-service certified financial planners. Unlike the other two degrees that offer Bachelor of Arts and Sciences as well as minors and emphases in integrated studies, the PFP program is restricted to a single bachelor degree. Students who complete the PFP degree will in many respects emulate the careers of accountants who work with individuals and organizations in the management of wealth, personal resources, and provide other professional functions. The PFP Program is registered with the Certified Financial Planner Board of Standards, Inc. The classes taught in the Department of Finance and Economics are designed to give students the background they need to make professional business decisions.

Experienced faculty work with students in understanding the theory of their discipline and learning to apply that theory in the pragmatic application of those principles in financial management, economics, statistics, and operations management courses critical to their professional development.

Marketing

- **Department Chair:** Paul Dishman
- Office: WB 203e
- Phone: 801-863-7198
- Email: PDishman@uvu.edu

For those trained in marketing, career opportunities are available in advertising, brand and product management, customer affairs, industrial marketing, international marketing, marketing management science and systems analysis, marketing research, new product planning, marketing logistics (physical distribution), public relations, purchasing, retail management, internet marketing, and sales and sales management.

Almost a third of all Americans are employed in marketing-related positions. From large corporations to small companies, both in manufacturing and service areas, firms rely on marketers. There is also a growing trend to use marketing in nonprofit organizations, such as colleges, libraries, and hospitals.

Organizational Leadership

- **Department Chair:** Jeff Peterson
- Office: WB 146w
- Phone: 801-863-8134
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The Department of Organizational Leadership supports and drives forward the Vision of the Woodbury School of Business (WSB), which is (that) "...(a)s a community-engaged school of business that integrates teaching and scholarship, we aspire to be a school of choice and a leader in student development, entrepreneurship, global involvement, and innovative teaching."

We do this, as do all departments in the WSB, through...

- Quality instruction and student involvement
- Faculty and student scholarship
- Community outreach and engaged learning
- Integration and application of knowledge
- Social, ethical, cultural, and global literacy

Strategic Management and Operations

- **Department Chair:** David McArthur
- Office: WB 243
- Telephone: 801-863-7144
- Email: David.McArthur@uvu.edu

Students graduating from the Department of Strategic Management and Operations have many opportunities in private industry, government, and entrepreneurship fields. Bachelor of Science degrees are offered with emphases in hospitality management, international business, and general business. An Associate in Science degree and an Associate in Applied Science degree are also available.

Faculty in the Department of Strategic Management and Operations have real-world expertise that they bring to the classroom. During their program of study, students serve an internship in business where they receive actual work experience during their training. Graduates of the UVU business management program are well prepared to work in multiple aspects of business or to go on to graduate school for additional education.