

# Business Graduate Programs

## Master of Business Administration Graduate Program

The Master of Business Administration Graduate Program is in the [Woodbury School of Business](#). To find the most up-to-date information, including Program Learning Outcomes for the Master of Business Administration Graduate Program, visit their website.

[Master of Business Administration Graduate Program](#)

### FACULTY

- BAILEY, James** *Professor*
- CHAN, Leo** *Associate Professor*
- CIESLEWICZ, Joshua** *Associate Professor*
- COX, Vaughn** *Professional in Residence*
- HELQUIST, Joel** *Associate Professor*
- HUFF, Steven** *Associate Professor*
- MORTENSEN, James** *Professional In Residence*
- OLIVEIRA, Andre** *Associate Professor*
- PETERSON, Jeffrey** *Associate Professor*
- ROBINSON, Peter B.** *Professor*
- SMITH, Kevin** *Professor*

## Degrees & Programs

### Finance, Graduate Certificate

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#### Requirements

The Woodbury School of Business MBA program offers a Graduate Certificate in Finance that provides an introduction to the global securities market and its role in capital formation, wealth-creation, economic development, risk mitigation, wealth management, and other finance-related goals. Courses focus on international corporate finance transactions and the currency implications of financial statement translations. Bloomberg Terminals are used extensively for company and industry analyses.

**Total Program Credits: 9**

Matriculation Requirements:	
<ol style="list-style-type: none"> <li>1. Application for admission to the Graduate Certificate Program in Finance with application fee.</li> <li>2. A bachelor's degree from a regionally accredited college/ university, a nationally accredited program, or the international equivalent.</li> <li>3. A 3.0 cumulative undergraduate GPA or a 3.0 GPA calculated on the last 60 semester hours (90 quarter hours) of undergraduate work.</li> <li>4. Acceptance of graduate certificate program student status offers is valid only for the semester in the offer. Applicants who do not begin attendance during the semester in their admissions offers must reapply and pay the application fees before the applicable semester deadline. At the graduate certificate program's discretion, graduate certificate programs may defer enrollment if students apply for a deferment before the end of the semester for which they were admitted.</li> </ol>	
Discipline Core Requirements:	9 Credits

FIN 6130	Financial Statement Analysis and Modeling	3
FIN 6160	International Financial Management	3
FIN 6170	Investment Analysis and Portfolio Analysis	3

#### Graduation Requirements:

1. Minimum of 9 credits required for a Certificate.
2. Overall GPA of 3.0 or higher required in graduate certificate courses with no grade lower than a "C" in graduate certificate courses.
3. Residency hours -- minimum of 6 credit hours through course attendance at UVU.
4. Graduate certificate coursework shall be completed within a period of six years.
  - a. (Note: See Policy 524, Section 4.3.3).

### Finance, Graduate Certificate Careers

1. Analyze the three primary financial statements, including income statement, balance sheet and cash flow statement
2. Apply financial concepts into an international perspective
3. Describe key aspects of the global securities market and its role in capital formation, wealth-creation, economic development, risk mitigation, wealth management, and other finance-related goals

#### Related Careers

- Chief Executives
- General and Operations Managers
- Financial Managers
- Budget Analysts
- Credit Analysts
- Financial Analysts
- Personal Financial Advisors
- Loan Officers
- Financial Specialists, All Other
- Business Teachers, Postsecondary

## Healthcare Management, Graduate Certificate

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#### Requirements

The Graduate Certificate in Healthcare Management is designed for professionals who want to enhance their proficiency and breadth of healthcare knowledge. It provides individuals with an understanding of the context, management, and issues for healthcare organizations. It prepares students for a career in a healthcare environment by providing additional management skills and knowledge, including healthcare systems, healthcare policies, and healthcare population management affecting the healthcare delivery system.

**Total Program Credits: 9**

Matriculation Requirements:	
Application for admission: <ol style="list-style-type: none"> <li>1. Application for admission to the Graduate Certificate Program in Healthcare Management with application fee.</li> </ol>	

## Business Graduate Programs

2. A bachelor's degree from a regionally accredited college/university, a nationally accredited program, or the international equivalent.
3. A 3.0 cumulative undergraduate GPA or a 3.0 GPA calculated on the last 60 semester hours (90 quarter hours) of undergraduate work.
4. Acceptance of graduate certificate program student status offers is valid only for the semester in the offer. Applicants who do not begin attendance during the semester in their admissions offers must reapply and pay the application fees before the applicable semester deadline. At the graduate certificate program's discretion, graduate certificate programs may defer enrollment if students apply for a deferment before the end of the semester for which they were admitted.

Discipline Core Requirements:			9 Credits
	MGMT 6300	Healthcare Systems	3
	MGMT 6310	Healthcare Policy	3
	MGMT 6320	Population Health Management	3

### Graduation Requirements:

1. Minimum of 9 credits required for a Certificate.
2. Overall GPA of 3.0 or higher required in graduate certificate courses with no grade lower than a "C" in graduate certificate courses.
3. Residency hours -- minimum of 6 credit hours through course attendance at UVU.
4. Graduate certificate coursework shall be completed within a period of six years.
  - a. (Note: See Policy 524, Section 4.3.3).

### Healthcare Management, Graduate Certificate Careers

1. Analyze healthcare trends to understand patient's needs.
2. Describe the budgeting, financial reporting, and control requirements of healthcare under public and business policies.
3. Apply techniques using managerial epidemiology, biostatistics, political and economic analysis, public health initiatives.
4. Demonstrate knowledge of the U.S. healthcare industry and its delivery systems, including innovations in how healthcare innovates.

### Related Careers

### Management, Graduate Certificate

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### Requirements

The Woodbury School of Business MBA program offers a Graduate Certificate in Management that examines the strategic needs of any organization and how the function of information systems assists operations. Utilizes advanced topics in operations research that develop decision-making processes for complex organizations and systems. Identifies creative methods to analyze problems, develop alternative decision-making strategies, and optimize business and organization processes.

**Total Program Credits: 9**

Matriculation Requirements:	
Application for admission:	
<ol style="list-style-type: none"> <li>1. Application for admission to the Graduate Certificate Program in Management with application fee.</li> </ol>	

2. A bachelor's degree from a regionally accredited college/university, a nationally accredited program, or the international equivalent.
3. A 3.0 cumulative undergraduate GPA or a 3.0 GPA calculated on the last 60 semester hours (90 quarter hours) of undergraduate work.
4. Acceptance of graduate certificate program student status offers is valid only for the semester in the offer. Applicants who do not begin attendance during the semester in their admissions offers must reapply and pay the application fees before the applicable semester deadline. At the graduate certificate program's discretion, graduate certificate programs may defer enrollment if students apply for a deferment before the end of the semester for which they were admitted.

Discipline Core Requirements:			9 Credits
	MGMT 6740	Operations and Supply Chain Management	3
	MGMT 6510	Information Systems and Project Management	3
	MGMT 6760	Applied Business Research	3

### Graduation Requirements:

1. Minimum of 9 credits required for a Certificate.
2. Overall GPA of 3.0 or higher required in graduate certificate courses with no grade lower than a "C" in graduate certificate courses.
3. Residency hours -- minimum of 6 credit hours through course attendance at UVU.
4. Graduate certificate coursework shall be completed within a period of six years.
  - a. (Note: See Policy 524, Section 4.3.3).

### Management, Graduate Certificate Careers

1. Develop a sound understanding of the critical role of supply chain management in today's business environment
2. Apply current supply chain theories, practices, and concepts utilizing case problems and problem-based learning situations.
3. Utilize critical management skills such as negotiating, working effectively within a diverse business environment, ethical decision making, and information technology use.
4. Apply effective written and oral communications, critical thinking, team building, and presentation skills to business problems.

### Related Careers

- Chief Executives
- General and Operations Managers
- Sales Managers
- Administrative Services Managers
- Industrial Production Managers
- Transportation, Storage, and Distribution Managers
- Construction Managers
- Social and Community Service Managers
- Managers, All Other
- Cost Estimators
- Management Analysts
- Business Teachers, Postsecondary

### Marketing, Graduate Certificate

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**Requirements**

The Woodbury School of Business MBA program offers a Marketing Graduate Certificate that teaches conceptual frameworks and analytical tools for marketing decision-making from a cross-functional and strategic orientation. Focuses on understanding user needs, forecasting and planning, solution design, managing adoption, and communicating value. Utilizes research tools, such as survey design, experimentation, interviewing, and analytics to collect and analyze data. Focuses on the practice of advanced marketing management topics including brand management, product management, product development, services marketing, pricing and conjoint analysis. Integrates forecasting including diffusion models and other tactics, resource allocation, and managing profit and loss statements. Also integrates marketing communication and distribution concepts and frameworks from digital marketing and e-commerce.

**Total Program Credits: 12**

Matriculation Requirements:			
Application for admission:			
<ol style="list-style-type: none"> <li>1. Application for admission to the Graduate Certificate Program in Marketing with application fee.</li> <li>2. A bachelor's degree from a regionally accredited college/ university, a nationally accredited program, or the international equivalent.</li> <li>3. A 3.0 cumulative undergraduate GPA or a 3.0 GPA calculated on the last 60 semester hours (90 quarter hours) of undergraduate work.</li> <li>4. Acceptance of graduate certificate program student status offers is valid only for the semester in the offer. Applicants who do not begin attendance during this semester in their admissions offers must reapply and pay the application fees before the applicable semester deadline. At the graduate certificate program's discretion, graduate certificate programs may defer enrollment if students apply for a deferment before the end of the semester for which they were admitted.</li> </ol>			
Discipline Core Requirements:			12 Credits
	MKTG 6600	Marketing Strategy	3
	MKTG 6620	Marketing Research and Analytics	3
	MKTG 6640	Brand, Product, and Services Management	3
	MKTG 6660	Marketing Channels and Communications	3

**Graduation Requirements:**

1. Minimum of 12 credits required for a Certificate.
2. Overall GPA of 3.0 or higher required in graduate certificate courses with no grade lower than a "C" in graduate certificate courses.
3. Residency hours -- minimum of 8 credit hours through course attendance at UVU.
4. Graduate certificate coursework shall be completed within a period of six years.
  - a. (Note: See Policy 524, Section 4.3.3).

**Marketing, Graduate Certificate Careers**

<ol style="list-style-type: none"> <li>1. Conduct market research that informs marketing management decision-making.</li> <li>2. Create a product plan informed by strategic marketing principles, market data, quantitative and qualitative analysis, and appropriate marketing models.</li> <li>3. Implement an integrated marketing communications campaign.</li> </ol>
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**Related Careers**

- Advertising and Promotions Managers
- Marketing Managers
- Sales Managers
- Market Research Analysts and Marketing Specialists
- Business Teachers, Postsecondary

**Master of Business Administration, M.B.A.**

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**Requirements**

The UVU Master of Business Administration is an applied graduate degree that reflects the Woodbury School of Business's commitment to teaching excellence and engaged learning. Our curriculum teaches critical skills in leadership, teamwork, ethical decision making, economic and financial analyses, and critical thinking. Course offerings include accounting, finance, strategy, marketing, operations, technology management, and people management. The program includes an international trip as part of an applied consultancy course. The program culminates with a comprehensive real-life consulting project with a company.

The Master of Business Administration program at Utah Valley University offers both a one-year accelerated option and a two-year plan for working professionals which embraces the university's designation as an engaged learning campus.

The MBA program is AACSB accredited.

**Total Program Credits: 36**

Matriculation Requirements:			
Graduate Policies and Procedures			
Graduate Admission Offer Attendance Requirement			
<ol style="list-style-type: none"> <li>1. Acceptance of graduate admissions offers is valid only for the semester in the offer. Applicants who do not begin attendance during the semester in their admissions offers must reapply and pay the application fees before the applicable semester deadline. At the graduate program's discretion, graduate programs may defer enrollment if students apply for a deferment before the end of the semester for which they were admitted.</li> <li>2. Application for admission to graduate program with application fee by the established deadline. (See Policy 510 Section 4.4).</li> <li>3. Submit official transcripts from all universities attended.</li> <li>4. A bachelor's degree from a regionally accredited college/ university, a nationally accredited program, or the international equivalent. (See Policy 510 Section 4.5 1)).</li> <li>5. A 3.0 cumulative undergraduate GPA or a 3.0 GPA calculated on the last 60 semester hours (90 quarter hours) of undergraduate work. (See Policy 510 Section 4.5 2)).</li> <li>6. For international students whose native language is not English, submit official TOEFL or IELTS band scores. A TOEFL score of 80 iBT (550 pBT) or higher, or an IELTS band score of 6.5 or higher within the past two years is required. (See Policy 510 Section 4.5 3)).</li> <li>7. International students must also meet all U.S. government requirements for international students. (See Policy 510 Section 4.5 4)).</li> </ol>			
Discipline Core Requirements:			27 Credits
	ACC 6250	Financial Reporting and Analysis	3
	ACC 6350	Management Control Systems	3
	FIN 6150	Financial Management	3
	MGMT 6500	Managing Individuals and Groups	3

## Business Graduate Programs

	MGMT 6740	Operations and Supply Chain Management	3
	MGMT 6800	Global Business Strategy	3
	MGMT 6930	International Engagement	3
	MGMT 6940	MBA Consulting Project	3
	MKTG 6600	Marketing Strategy	3
Elective Courses:			9 Credits
Select 9 credits from the following list			9
	MGMT 6310	Healthcare Policy (3)	
	MGMT 6300	Healthcare Systems (3)	
	MGMT 6320	Population Health Management (3)	
	MGMT 6440	Advanced Project Management	
	MGMT 6450	Operations Management (3)	
	MGMT 6470	Organization Information Technologies (3)	
	MGMT 6510	Information Systems and Project Management (3)	
	MGMT 6910	Designing Business (1.5)	
	FIN 6130	Financial Statement Analysis and Modeling (3)	
	FIN 6160	International Financial Management (3)	
	FIN 6170	Investment Analysis and Portfolio Analysis (3)	
	MKTG 6400	Technology Marketing and Customer Experience	
	MKTG 6620	Marketing Research and Analytics (3)	
	MKTG 6640	Brand/Product/Services Management (3)	
	MKTG 6660	Marketing Channels and Communications (3)	
	MGMT 6760	Applied Business Research (3)	
	MKTG 6720	Creativity and Innovative Problem Solving (1.5)	
To receive a Finance Graduate Certificate, complete FIN 6130, FIN 6160 and FIN 6170			
To receive a Tech Management Graduate Certificate, complete MGMT 6440, MGMT 6470 and MKTG 6400			
To receive a Management Graduate Certificate, complete MGMT 6740, MGMT 6510 and MGMT 6760			
To receive a Marketing Graduate Certificate, complete MKTG 6620, MKTG 6600, MKTG 6640 and MKTG 6660			
To receive a Healthcare Management Graduate Certificate, complete MGMT 6300, MGMT 6310 and MGMT 6320			

### Graduation Requirements:

1. Completion of 36 hours of approved credit with no grade lower than a "C" as described in this program.
2. Graduates may not transfer more than ten hours into this MBA program, preferably from an AACSB accredited institution. All transfer courses will be reviewed by a graduate committee managed by the Woodbury School of Business.
3. A minimum cumulative GPA of 3.0 or higher must be maintained within program.

## Master of Business Administration, M.B.A.

### Careers

1. Graduates will be able to express their knowledge and ideas appropriately in writing and through verbal presentation.
2. Graduates will be able to utilize appropriate procedures, frameworks, models, and experience to gain knowledge, solve problems, and make appropriate decisions based on various informational sources such as data, written and verbal communication, process analysis, and creative thinking.
3. Graduates will have a functional and integrated knowledge of basic general business concepts and disciplines.
4. Graduates will be aware of their responsibility to behave ethically in their professional lives (e.g., clients, customers, employers, society, profession, environment, and community).
5. Graduates will have a global perspective and understand cultural differences.
6. Graduates will apply business processes to developing solutions for realistic problems both in the classroom and/or the larger community.

### Related Careers

- Chief Executives
- General and Operations Managers
- Sales Managers
- Administrative Services Managers
- Industrial Production Managers
- Transportation, Storage, and Distribution Managers
- Construction Managers
- Social and Community Service Managers
- Managers, All Other
- Cost Estimators
- Management Analysts
- Business Teachers, Postsecondary

## Technology Management, Graduate Certificate

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### Requirements

The Technology Management Graduate Certificate is designed for professionals who want to enhance technology skills to become proficient in creating, managing, and using technology to accomplish strategic goals while expanding leadership skills in forecasting, business case development, and strategic alliances in technology.

### Total Program Credits: 9

Matriculation Requirements:	
Application for admission:	
1. Application for admission to the Graduate Certificate Program in Technology Management with application fee.	
2. A bachelor's degree from a regionally accredited college/university, a nationally accredited program, or the international equivalent.	
3. A 3.0 cumulative undergraduate GPA or a 3.0 GPA calculated on the last 60 semester hours (90 quarter hours) of undergraduate work.	
4. Acceptance of graduate certificate program student status offers is valid only for the semester in the offer. Applicants who do not begin attendance during the semester in their admissions offers must reapply and pay the application fees before the applicable semester deadline. At the graduate certificate program's discretion, graduate certificate programs may defer	

enrollment if students apply for a deferment before the end of the semester for which they were admitted.

Discipline Core Requirements:		9 Credits
MGMT 6440	Advanced Project Management	3
MGMT 6470	Organization Information Technologies	3
MKTG 6400	Technology Marketing and Customer Experience	3

**Graduation Requirements:**

1. Minimum of 9 credits required for a Certificate.
2. Overall GPA of 3.0 or higher required in graduate certificate courses with no grade lower than a "C" in graduate certificate courses.
3. Residency hours -- minimum of 6 credit hours through course attendance at UVU.
4. Graduate certificate coursework shall be completed within a period of six years.
  - a. (Note: See Policy 524, Section 4.3.3).

**Technology Management, Graduate Certificate Careers**

1. Manage technology projects and programs that further business goals and objectives.
2. Assess a company's information technology infrastructure and core business needs.
3. Evaluate recommendations for project implementation changes.
4. Evaluate technologies for implementation to most effectively meet a business's needs.

**Related Careers**

- Computer and Information Systems Managers
- Database Architects
- Computer Programmers
- Computer Science Teachers, Postsecondary