

Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum

Institution Submitting Request: Utah Valley University
Proposed Title: Certificate of Proficiency in Operations Management (OM)
School or Division or Location: Woodbury School of Business
Department(s) or Area(s) Location: Department of Finance and Economics
Recommended Classification of Instructional Programs (CIP) Code¹ (for new programs): 52.0205
Proposed Beginning Date (for new programs): Fall 2014
Institutional Board of Trustees' Approval Date: Pending

Proposal Type (check all that apply):

Regents' General Consent Calendar Items	
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>	
SECTION NO.	ITEM
5.1.1 <input type="checkbox"/>	Minor*
5.1.2 <input type="checkbox"/>	Emphasis*
5.2.1 <input checked="" type="checkbox"/>	Certificate of Proficiency*
5.2.3 <input type="checkbox"/>	Graduate Certificate*
5.4.1 <input type="checkbox"/>	New Administrative Unit
	Administrative Unit Transfer
	Administrative Unit Restructure
	Administrative Unit Consolidation
5.4.2 <input type="checkbox"/>	New Center
	New Institute
	New Bureau
5.5.1 <input type="checkbox"/>	Out-of-Service Area Delivery of Programs
5.5.2 <input type="checkbox"/>	Program Transfer
	Program Restructure
	Program Consolidation
5.5.3 <input type="checkbox"/>	Name Change of Existing Programs
5.5.4 <input type="checkbox"/>	Program Discontinuation
	Program Suspension
5.5.5 <input type="checkbox"/>	Reinstatement of Previously Suspended Program
	Reinstatement of Previously Suspended Administrative Unit

Chief Academic Officer (or Designee) Signature:

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Signature: _____

Date: *MM/DD/YEAR*

Printed Name: *Ian Wilson*

¹ CIP codes must be recommended by the submitting institution. For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

Program Request - Abbreviated Template
Utah Valley University
Certificate of Proficiency (3) in Operations Management
03/07/2013

Section I: Request

The Woodbury School of Business (WSB), Department of Finance and Economics requests authorization to offer a Certificate of Proficiency in Operations Management (OM) effective Fall 2014.

Section II: Need

The certificate would be used to support industry demand in local companies such as I-M Flash, US Synthetics, etc. for operations specialists. In addition, the certificate would be used to augment the existing bachelor degree in business management to give those graduates a more marketable career option upon graduation.

Market demand for operations management graduates is very strong in Utah, and in the United States in general, both in the immediate future and the long run. The Utah Department of Workforce Services showed 700 annual openings for "general and operations managers" in 2011, the highest of the top ten categories shown for Bachelors or higher degrees.² All organizations that have complex operations and systems have a need for dedicated operations management specialists. Utah Department of Workforce Services also showed a current need of 11,110 "Operations Specialties Managers" in 2010 and an estimated projected annual growth of 480 "Operations Specialties Managers" positions through the year 2020.³ The same online report continued to show a need for 32,070 "Business Operations Specialists" in 2010 and a projected need for 41,900 "Business Operations Specialists" by 2020, a projected average annual growth of about 930 jobs.

The demand is so strong for operations management that several businesses, including I-M Flash, have approached the Woodbury School of Business to ask about providing certificate programs and a four-year Operations Management degree. As the US dollar continues to fall in relation to foreign currencies, especially the Chinese Yuan, and against other rising currencies in developing countries, the number of manufacturing jobs will continue to grow nationally. Utah, especially, is positioned to take advantage of this trend with its strong economy.

Notably, a significant percentage of accounting graduates from the Woodbury School of Business and graduates from the Technology Management program work in operations management positions, as do many of the other graduates, although the exact numbers are not currently available. The student demand will be strengthened by the unusually high wages being offered for operations positions. It is estimated that technicians completing the certificate would increase their annual incomes by \$10-12,000, as well as increase their job stability with the additional technical education the certificate provides.

² Trendlines. 14 May 2011. jobs.utah.gov/wi.

³ jobs.utah.gov

Section III: Institutional Impact

The proposed certificate should have limited impact on existing administrative structures and activities. Much of the content is already established (for the seven courses required for the certificate). The certificate would be housed in the Department of Finance and Economics.

Section IV: Finances

All of the required courses exist currently; thus, no new courses or sections will be required to support the Operations Management program. Funding to support the existing courses is already in place; no new funds are required.

Section V: Program Curriculum

Course Prefix and Number	Title	Credit Hours
MATH 1050	College Algebra	4
MGMT 2240	Business Quantitative Analysis	3
MGMT 2340	Business Statistics I	3
ECON 3340	Managerial Statistics	3
MGMT 3450	Operations Management	3
MGMT 3070	Total Quality Management	3
MGMT 3470	Lean Management Systems	3
Total Number of Credits		22

Program Schedule

Present by semester, a suggested class schedule—by prefix, number, title, and semester hours.

Fall of First Year (Course Prefix and Number)	Course Title	Credit Hours
MATH 1050	College Algebra	4
Semester Total		4
Spring of First Year (Course Prefix and Number)	Course Title	Credit Hours
MGMT 2240	Business Quantitative Analysis	3
MGMT 2340	Business Statistics I	3
Semester Total		6

Fall of Second Year (Course Prefix and Number)	Course Title	Credit Hours
MGMT 3450	Operations Management	3
ECON 3340	Managerial Statistics	3
	Semester Total	6
Spring of Second Year (Course Prefix and Number)	Course Title	Credit Hours
MGMT 3070	Total Quality Management	3
MGMT 3470	Lean Management Systems	3
	Semester Total	6