

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs

REVISED

AGENDA ITEM: 6 – D (3)

DATE: December 11-12, 2024

SUBJECT

New Undergraduate Certificate Request – BHSU, DSU, NSU, SDSU, & USD – Gateway to Business

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2.3.2](#) – New Programs, Program Modifications, and Inactivation/Termination

BACKGROUND / DISCUSSION

Black Hills State University (BHSU), Dakota State University (DSU), Northern State University (NSU), South Dakota State University (SDSU), and the University of South Dakota (USD) request authorization to offer an undergraduate certificate in Gateway to Business. The proposed certificate will provide a jumpstart for students with a career interest in business and provides knowledge about business programs within South Dakota Regental Institutions. Students will learn about the basics of business and communications while gaining hands-on experience.

This certificate is part of a larger initiative to offer certificates to high school students participating in the High School Dual Credit (HSDC) program.

IMPACT AND RECOMMENDATION

The proposed certificate will be offered on campus, online, and at approved In-District delivery sites for HSDC. New resources are not requested. No new courses will be required.

Board office staff recommends approval.

ATTACHMENTS

Attachment I – New Certificate Request Form: BHSU, DSU, NSU, SDSU, & USD – Gateway to Business

Attachment II – Gateway to Business Marketing Flyer

DRAFT MOTION 20241211_6-D(3):

I move to authorize BHSU, DSU, NSU, SDSU, and USD to offer an undergraduate certificate in Gateway to Business, as presented.



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Certificate

UNIVERSITY:	University of South Dakota
TITLE OF PROPOSED CERTIFICATE:	Gateway to Business
INTENDED DATE OF IMPLEMENTATION:	August 2025
PROPOSED CIP CODE:	
UNIVERSITY DEPARTMENT:	USD-Entrepreneurship, Management, and Marketing NSU-Management & Management DSU-Business BHSU-School of Business SDSU-Ness School of Management and Economics
BANNER DEPARTMENT CODE:	UEMM NMAM DBUS BSCB SSME
UNIVERSITY DIVISION:	USD-Beacom School of Business NSU-School of Business DSU- College of Business and Information Systems BHSU-College of Business SDSU- College of Arts, Humanities, and Social Sciences
BANNER DIVISION CODE:	2B 5B 8I 6U 3S

X	<p><u>Please check this box to confirm that (place an “X” in the left box):</u></p> <ul style="list-style-type: none"> • The individual preparing this request has read AAC Guideline 2.3.2.2.C, which pertains to new certificate requests, and that this request meets the requirements outlined in the guidelines. • This request will not be posted to the university website for review by the Academic Affairs Committee until the Executive Director and Chief Academic Officer approve it.
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University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

<u>Elizabeth M. Freeburg</u> Institutional Approval Signature President or Chief Academic Officer of the University	USD	<u>11/14/2024</u> Date
<u>Jon Kilpinen</u> Institutional Approval Signature President or Chief Academic Officer of the University	BHSU	<u>11/14/2024</u> Date
<u>Rebecca Hoey</u> Institutional Approval Signature President or Chief Academic Officer of the University	DSU	<u>11/14/2024</u> Date
<u>Erin Fouberg</u> Institutional Approval Signature President or Chief Academic Officer of the University	NSU	<u>11/14/2024</u> Date
<u>Teresa Seefeldt</u> Institutional Approval Signature President or Chief Academic Officer of the University	SDSU	<u>11/14/2024</u> Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. Is this a graduate-level certificate or an undergraduate-level certificate? (place an “X” before the graduate type)

<input checked="" type="checkbox"/> Undergraduate Certificate	<input type="checkbox"/> Graduate Certificate
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2. What is the nature/ purpose of the proposed certificate? Please include a brief (1-2 sentence) description of the academic field in this certificate.

This certificate provides a jumpstart for South Dakota high school students with a career interest in business and provides knowledge about business programs within South Dakota Regental Institutions. Students will learn about the basics of business and communications while gaining hands-on experience.

3. If you do not have a major in this field, explain how the proposed certificate relates to your university mission and strategic plan and to the current Board of Regents Strategic Plan 2014-2020.

Links to the applicable State statute, Board Policy, and the Board of Regents Strategic Plan are listed below for each campus.

- BHSU: [SDCL § 13-59](#) [BOR Policy 1.2.1](#)
 - DSU: [SDCL § 13-59](#) [BOR Policy 1.2.2](#)
 - NSU: [SDCL § 13-59](#) [BOR Policy 1.2.3](#)
 - SDSMT: [SDCL § 13-60](#) [BOR Policy 1.2.4](#)
 - SDSU: [SDCL § 13-58](#) [BOR Policy 1.2.5](#)
 - USD: [SDCL § 13-57](#) [BOR Policy 1.2.6](#)
- [Board of Regents Strategic Plan](#)

The certificate is stackable with business majors or could be used as stackable general education electives for other major programs.

4. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.

The need for business professionals, including but not limited to marketing managers, sales managers, financial managers, human resources managers, agricultural managers, financial and investment analysts, and accountants in South Dakota is estimated to increase between 8.22% and 19.73% by 2030¹. At the national level, the U.S. Bureau of Labor Statistics estimates that “overall employment in business and financial occupations is projected to grow faster than the average for all occupations from 2023 to 2033. About 963,500 openings are projected each year, on average, in these occupations due to employment growth and the need to replace workers who leave the occupations permanently”.² Additionally, the median annual wage for this group was \$79,050 in May 2023, which was higher than the median annual wage for all occupations of \$48,060, which emphasizes the significant potential benefit for students.

5. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?

The intended audience is high school students considering pursuing majors or degree programs in business. The certificate does not lead to licensure or certification.

6. Certificate Design

A. Is the certificate designed as a stand-alone education credential option for students not seeking additional credentials (i.e., a bachelor’s or master’s degree)?

No

B. Is the certificate a value-added credential that supplements a student’s major field of study?

No

C. Is the certificate a stackable credential with credits that apply to a higher-level credential (i.e., associate, bachelor’s, or master’s degree)? If so, indicate the program(s) to which the certificate stacks and the number of credits from the certificate that can be applied to the program.

The certificate is stackable with all BBA programs or could be used as stackable general education electives for other major programs. There could be up to 12 credits from the certificate that could be applied to the BBA programs.

7. List the courses required for completion of the certificate in the table below.

¹ South Dakota Occupational Employment Projections 2020-2030, Labor Market Information Center, South Dakota Department of Labor and Regulation, July 2022.

² U.S. Department of Labor Statistics Occupational Outlook Handbook (August 29, 2024)

Prefix	Number	Course Title	Prerequisites for Course	Credit Hours	New (yes, no)
Take one of the following					
ECON	201	Principles of Microeconomics	None	3	No
ECON	202	Principles of Macroeconomics	None		No
Take one of the following					
CSC	105	Intro to Computers (Equivalent to HON 105 and MIS 105)	None	3	No
CSC/ MIS	205	Advanced Computer Application	None		No
CMST	210	Interpersonal Communication/Professionals	None		No
CMST	201	Interpersonal Communication	None		No
Take one of the following					
BADM	101	Survey of Business	None	3	No
BADM /FIN	280	Personal Finance	None		No
Take one of the following					
MATH	114 Or Higher			3	No
Subtotal				12	

8. Student Outcome and Demonstration of Individual Achievement.

Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation? The knowledge and competencies should be specific to the program and not routinely expected of all university graduates.

- 1. Learn basic economic concepts as they relate to consumer, worker, and business decisions.**
- 2. Learn how the economy interacts as a whole and how monetary and fiscal policy can influence economic factors.**
- 3. Develop critical thinking and effective communication skills in business.**
- 4. Learn to make sound financial decisions related to all areas of personal finance.**
- 5. Learn about the organization and component areas of a modern business.**
- 6. Use application software to manipulate and communicate information effectively.**
- 7. Learn the theory and application of functions and algebraic operations to solve problems and think logically.**

- B. Complete the table below to list specific learning outcomes – knowledge and competencies – for courses in the proposed program in each row. *Label each column heading with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.***

Individual Student Outcome	Program Courses that Address the Outcomes							
	ECON 201*	ECON 202*	CSC/HON/MIS 105	CSC/MIS 205	CMST 210	BADM 101	BADM/FIN 280	MATH 114
Learn basic economic concepts as they relate to consumer, worker, and business decisions.	X	X						
Learn how the economy interacts as a whole and how monetary and fiscal policy can influence economic factors.		X						
Develop critical thinking and effective communication skills in business.					X	X		
Learn to make sound financial decisions related to all areas of personal finance.							X	
Learn about the organization and component areas of a modern business.						X		
Use application software to manipulate and communicate information effectively.			X	X				
Learn the theory and application of functions and algebraic operations to solve problems and think logically.								X

Modify the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.

9. Delivery Location.

Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

- A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off-campus location (e.g., USD Sioux**

Falls, Black Hills State University-Rapid City, Capital City Campus, etc.) or deliver the entire program through distance technology (e.g., as an online program)?

	Yes/No	Intended Start Date
On-campus	Yes	August 2025

	Yes/No	If Yes, list location(s)	Intended Start Date
Off-campus	Yes	In-district where approved	August 2025

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in Guideline 2.4.3.B.</i>	Intended Start Date
Distance Delivery (online/other distance delivery methods)	Yes	X15, X18	August 2025
Does another BOR institution already have authorization to offer the program online?	No	If yes, identify institutions:	

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an online program).

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)			

10. Additional Information:

The certificate program was originally designed by the faculty at Northern State University and discussed by the system curriculum folks from each of the institutions. The final curriculum was then vetted on each campus through the faculty. Beacom School of Business faculty support the curriculum and are excited to reach business-interested students. The curriculum will be vetted on campus through the normal curriculum approval process.

NEW CERTIFICATE REQUEST

Supporting Justification for On-Campus Review

Request Originator	Signature	Date
Department Chair	Signature	Date
School/College Dean	Signature	Date

1. Is the certificate program being offered solely at a location(s) approved by the Higher Learning Commission?
 Yes No

2. Is the certificate program Title IV (*financial aid*) eligible?
 Yes No

3. Are the courses in the certificate program credit-bearing?
 Yes No

4. Does the certificate program consist of 50% or more of new courses developed specifically for the requested program (i.e., the certificate is NOT a subset of courses from an existing degree program)? [*See item 5 on certificate document*]
 Yes No

5. Does the certificate program have appropriate and completed approval from internal sources (i.e., department, curriculum committees, etc.) and external sources (i.e., the state coordinating board, etc.)?
 Yes No

6. Add any additional comments that will aid in the evaluation of this request.



HIGH SCHOOL DUAL CREDIT GATEWAY TO BUSINESS

ARE YOU INTERESTED IN BUSINESS? VIEW THE FOLLOWING MAJORS AVAILABLE AT SOUTH DAKOTA'S PUBLIC UNIVERSITIES AND GET A HEAD START WITH HIGH SCHOOL DUAL CREDIT (HSDC).

BLACK HILLS STATE UNIVERSITY

Accounting
Business Administration
Economics & Finance
Entrepreneurial Studies
Health Services Administration
Human Resource Management
Management
Marketing
Professional Accountancy
Tourism & Hospitality Management

DAKOTA STATE UNIVERSITY

Accounting
Artificial Intelligence in Organizations
Business Education
Business Technology
Computer Information Systems
Finance
Health Informatics and Information Administration
Management
Marketing
Professional Accountancy

NORTHERN STATE UNIVERSITY

Accounting
Banking and Financial Services
Business Administration
Finance
International Business Studies
Management
Management Information Systems
Marketing
Professional Accountancy
Sport Marketing and Administration

SOUTH DAKOTA MINES

Business Management in Technology

SOUTH DAKOTA STATE UNIVERSITY

Agricultural and Resource Economics
Agricultural Business
Apparel Merchandising
Construction Management
Consumer Affairs
Economics
Entrepreneurial Studies
Hospitality Management
Sport, Recreation and Park Management

THE UNIVERSITY OF SOUTH DAKOTA

Accounting
Business Administration
Economics
Finance
Health Services Administration
Human Resource Management
Innovation & Entrepreneurship
Kinesiology and Sport Management
Management
Marketing/Graphic Design
Operational Analytics
Sport Marketing & Media

CERTIFICATE PLAN

If you're considering a career in business, below are some courses we recommend.

ECONOMICS

Take one of the following:

ECON 201 Principles of Microeconomics
ECON 202 Principles of Macroeconomics

COMPUTERS / COMMUNICATION

Take one of the following:

CSC/MIS 105 Intro to Computers
CSC/MIS 205 Advanced Computer Application
CMST 201 Interpersonal Communication
CMST 210 Interpersonal Communication/Professionals

BUSINESS

Take one of the following:

BADM 101 Survey of Business
BADM/FIN 208 Personal Finance

MATH

Take one of the following:

MATH 114 College Algebra (or higher)

INDIVIDUAL STUDENT OUTCOMES

- Learn basic economic concepts as they relate to consumer, worker, and business decisions.
- Earn critical thinking or effective communication skills in business.
- Learn to make sound financial decisions related to all areas of personal finance.
- Learn about the organization and component areas of a modern business.



**UPON COMPLETION: UNDERGRADUATE
GATEWAY TO ENGINEERING CERTIFICATE**