

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 5 – D (4)
DATE: April 2-3, 2025

SUBJECT

**New Site Request – USD – Master of Business Administration – All Specializations
(USD Main Campus & USD Sioux Falls)**

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2.3.2](#) – New Programs, Program Modifications, and Inactivation/Termination
[BOR Policy 2.3.8](#) – Distance Education

BACKGROUND / DISCUSSION

The University of South Dakota (USD) requests approval to offer all specializations within the Master of Business Administration (MBA) program on USD’s main campus and at USD – Sioux Falls. Currently, the general MBA program is offered at both locations and online. All specializations are currently offered online, with some being offered at the main campus in Vermillion. This request looks to align all specializations to ensure they are offered through all three locations.

IMPACT AND RECOMMENDATION

USD requests no new resources, as current resources will be reallocated to offer the various delivery locations.

Board office staff recommends approval.

ATTACHMENTS

Attachment I – New Site Request: USD – Master of Business Administration (MBA) – All Specializations

DRAFT MOTION 20250402_5-D(4):

I move to approve USD’s new site proposal to offer all specializations within the Master of Business Administration at USD’s Vermillion campus and at USD – Sioux Falls, as presented in Attachment I.



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

New Site Request

Use this form to request authorization to deliver an entire existing degree program (graduate program, undergraduate major or minor, certificate, or specialization) at a new site or by distance delivery (including online delivery). Board of Regents approval is required for a university to offer programs off-campus and through distance delivery.

UNIVERSITY:	University of South Dakota
DEGREE(S) AND PROGRAM:	<p>Master of Business Administration Artificial Intelligence for Business Analytics (UMBA.BSA-AIB)</p> <p>Master of Business Administration Business Analytics Specialization (UMBA.BSA-B.AP and UMBA.BSA-BAN)</p> <p>Master of Business Administration Business Leadership (UMBA.BSA-BSL and UMBA.BS-L.AP)</p> <p>Master of Business Administration Finance (UMBA.BSA-FIN and UMBA.BS-F.AP)</p> <p>Master of Business Administration Health Services Administration (UMBA.BSA-HSA and UMBA.BS-H.AP)</p> <p>Master of Business Administration Marketing (UMBA.BSA-MKT and UMBA.BS-M.AP)</p> <p>Master of Business Administration Operations and Supply Chain Management (UMBA.BSA-OSC and UMBA.BS-O.AP)</p> <p>Master of Business Administration Sustainability (UMBA.BSA-SUS and UMBA.BS-S.AP)</p>
NEW SITE(S): <i>Include the address of new physical locations. Delivery methods are defined in AAC Guideline 5.5.</i>	F2F USD Vermillion and F2F USD Sioux Falls
INTENDED DATE OF IMPLEMENTATION:	Fall 2025
CIP CODE:	52.0201, 52.1399, 30.7102, 52.0213, 52.0801, 51.0702, 52.1401, 52.1399, 30.3301
UNIVERSITY DEPARTMENT:	Entrepreneurship, Management, and Marketing
BANNER DEPARTMENT CODE:	UEMM
UNIVERSITY DIVISION:	Beacom School of Business
BANNER DIVISION CODE:	2B

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 2:11, which pertains to new site requests, and that this request meets the requirements outlined in the guidelines. • This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.
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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.

President of the University

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. What is the need to offer the program at the new physical site or through distance delivery?

There are several reasons why an on-campus option for the Master of Business Administration (MBA), the general program, and the eight specialization programs (Artificial Intelligence for Business Analytics, Business Analytics, Business Leadership, Finance, Health Services Administration, Marketing, Operations and Supply Chain Management, and Sustainability) is needed. The Master of Business Administration - General program is already approved for the USD Vermillion, USD Sioux Falls, and online modalities. Primarily, the goal of this site request is to ensure that all eight of the MBA specializations programs follow the same pattern.

Program (General or Specializations)	USD Vermillion	USD Sioux Falls	Online
MBA General	Approved	Approved	Approved
Artificial Intelligence for Business Analytics, Business Leadership, Finance, and Sustainability specializations	Approved	Requesting approval	Approved
Business Analytics Specialization, Health Services Administration, Operations and Supply Chain Management, Marketing specializations	Requesting approval	Requesting approval	Approved

Secondly, the reasons include being able to market and admit students to the correct campus option so that the census is correct for that location; to provide students with options on which campus to complete a majority of their coursework for the sake of aligning their employment, residence to the most convenient location; and to appropriately identify programs that are eligible to meet the F1 Visa requirements for international applicants. To grow the USD Sioux Falls location, this program and its specializations need to be appropriately coded.

The business school has a strategic priority of growing USD Sioux Falls. In the largest economic hub in the state and just 50 miles away from the Vermillion main campus, USD-Sioux Falls is poised for rapid growth. This trend is likely to bring more professionals into the state. The potential economic growth offers opportunities to expand BSB’s academic programs, focused on working professionals, in the areas

of business analytics, financial and trust management, and health services administration, and graduate programs offered in a hybrid course delivery model meeting F2F at USD Sioux Falls. Beacom has significantly promoted brand awareness, increased marketing awareness, and gained recognition for its high-quality academic programs and cost competitiveness. The school has strategically invested in responding to the needs of select industries and major employers in this area of South Dakota by offering a program that can be completed in a combination of online and F2F courses at USD Sioux Falls and USD Vermillion.

This program will be directed at target markets for the USD Sioux Falls area. Feedback from local industry leaders indicates that professionals are interested in a program that offers a combination of F2F and online courses; therefore, this new site request is looking for approval to offer on-campus courses largely at USD Sioux Falls for the targeted market in that area, and for international applicants who must be able to meet the requirements of a minimum of two F2F courses and one online course each semester.

The Sioux Falls Metropolitan Statistical Area Industry Projections for 2020-2030 by industry division indicate the demand for senior-level professionals in 6 of the numerous industries. Overall growth in management and financial operations is increasing both numbers and complexity. Candidates with expertise in subject matter taught in an MBA program have a variety of employment prospects. Adding an F2F site at USD Vermillion and particularly USD Sioux Falls helps us to recruit students who are interested in programs that have a robust F2F option that is also supplemented by some online courses or courses that offer a combination of F2F and online methods.

There is an extremely high need for graduate-prepared professionals in South Dakota, especially in the metropolitan area of Sioux Falls.

NAICS Code	Industry	2020 Employment	2030 Employment	Numeric change	% change
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	659	715	56	8.5%
541	Professional, Scientific, and Technical Services	6,588	7,983	1,395	21.2%
551	Management of Companies and Enterprises	2,455	2,784	329	13.4%
901	Total Federal Government Employment	2,807	2,854	47	1.7%
902	State Government, Excluding Education and Hospitals	1,568	1,631	63	4.0%
903	Local Government, Excluding Education and Hospitals	3,472	3,707	235	6.8%

State of South Dakota: The long-term planning for Industry Employment Projections for 2022 - 2032 indicates an even greater increase statewide across South Dakota:

Industry Code	Industry	Estimated Employment	Projected Employment	Total Employment Change	Annual % Change
54	Professional, Scientific, and Technical Services	17,217	19,834	2,617	1.43%
55	Management of Companies and Enterprises	5,460	5,989	529	0.93%

Sources:

- South Dakota Area Employment Projections by Industry. (2016). Retrieved from https://dlr.sd.gov/lmic/menu_projections_industry_area.aspx
- Labor Market Information Center, South Dakota Department of Labor and Regulation, July 2023. Retrieved from https://dlr.sd.gov/lmic/documents/projections/industry_projections_2020_2030_sfmsa.pdf

2. Are any other Regental universities authorized to offer a similar program at the proposed site(s) or through distance delivery? If “yes,” identify the institutions and programs and explain why authorization is requested.

Dakota State University (DSU) offers a technology-focused online MBA program. The program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP). DSU also requires that applicants have two years of professional employment. The AACSB accredits USD’s MBA and does not require the applicant to have previous professional experience. DSU’s program is completely online and does not offer students an opportunity to take F2F courses on campus. USD’s MBA would be a better option for these students.

South Dakota State University (SDSU) offers a Master of Science in Economics degree but not an MBA. Students interested in just an MBA that is not technology-focused, does not require prior professional experience, does not focus solely on Economics, and is not economics-focused would then have USD’s MBA as an option.

Black Hills State University has the approval to offer a pMBA. The current web-based information does not highlight the pMBA program to largely serve the West River area. Information on an MBA in Applied Management appears in the marketing material as a traditional MBA program that has a variety of teaching modalities, such as face-to-face and online. That F2F option would not be accessible to students residing in the Sioux Falls area of the State. USD’s MBA would be the better option for Sioux Falls area students interested in some F2F course options.

3. Are students enrolling in the program expected to be new to the university or redirected from other existing programs at the university? Complete the table below and explain the methodology used in developing the estimates.

	Fiscal Years*			
	1 st	2 nd	3 rd	4 th
<i>Estimates</i>	FY25	FY26	FY27	FY28
Students new to the university	10	15	15	20

	Fiscal Years*			
	1st	2nd	3rd	4th
<i>Estimates</i>	FY25	FY26	FY27	FY28
Students from other university programs	0	0	0	0
=Total students in the program at the site	10	25	30	35
Program credit hours (major courses)**	150	225	480	
Graduates			10	

*Do not include the current fiscal year.

**This is the total number of credit hours generated by students in the program in the required or elective program courses. Use the same numbers in Appendix B – Budget.

	Year 1	Year 2	Year 3	Year 4	Credit TOTALS
Cohort 1	10	10	10	0	
Credits	15	15	3	0	33
Cohort 2	0	15	15	15	
Credits	0	15	15	3	
Cohort 3	0	0	15	15	
	0	0			
Cohort 4	0	0	0	15	
Students TOTALS	10	25	40	45	

The enrollment numbers for the table above were based on the number of students who have asked if USD Sioux Falls will be offering graduate programs or graduate-level courses at that campus in a partially F2F modality. This indicates a strong interest in the MBA program amongst students who may not be able to travel to the Vermillion campus. Given the high demand for graduate degree-prepared employees needed by industry across the region, along with increased recruiting efforts, highlighting the F2F program supplemented by some online courses could help grow enrollment at USD Sioux Falls.

Students are required to complete a minimum of 33 credit hours in the General MBA program. The eight specializations require an additional 9 to 12 credits. A student could, therefore, be required to take as few as 33 credits or as many as 45 credits. The table above indicates that offering 6 of the 11 core courses as F2F at USD Sioux Falls, and although the required number of credits varies by students, for this request, it is assumed that students will complete the MBA in 33 credit hours over a two-year period. Therefore, when calculating the program credit hours in the table above, the following methodology was used:

- Students complete 15 credits in year 1, 15 credits in year 2, and 3 credits in year 3
- (Number of students in year 1 * 15 credits) + (Number of students in year 2 * 15 credits) + (Number of students in year 3 * 3 credits) = Program credit hours

4. What is the perceived impact of this request on existing programs in the Regental system?

Currently, USD's MBA can be completed online; therefore, we do not anticipate any impact on existing programs in the Regental system.

5. Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If there are corresponding program modifications requested, please attach the associated form. Explain the delivery of the new courses and attach any associated new course request forms.

	Credit hours	Credit hours currently available from this university at this site	Credit hours currently available from other universities available at this site	Credit hours currently available via distance	Credit hours new to this university
System General Education Requirements	N/A	N/A		N/A	
<i>Subtotal, Degree Requirements</i>	N/A	N/A		N/A	
Required Support Courses	3-6	3-6		3-6	
Major Requirements	27	27		27	
Major Electives or Minor	9-12	9-12		9-12	
<i>Subtotal, Requirements of the Proposed Major</i>					
Free Electives	0-3	0-3		0-3	
<i>Total, Degree with Proposed Major</i>	30-39	30-39		30-39	

*If the major will be available in more than one degree (e.g., BA, BS, BS Ed) at the new site(s) and the number or distribution of credits will vary with the degree, provide a separate table for each degree.

6. How will the university provide student services comparable to those available for students on the main campus?

All MBA program courses are offered online. This new site request is to ensure that there are options to offer the core and specialization courses as F2F on campus at USD Vermillion and USD Sioux Falls. The business school will develop a schedule that allows graduate programs staff and faculty to be on-site at the USD Sioux Falls campus for office hours and to offer student support.

7. Is this program accredited by a specialized accrediting body? If so, address any program accreditation issues and costs related to offering the program at the new site(s).

The program is accredited by AACSB International, the Association to Advance Collegiate Schools of Business, which is the gold standard for business accreditation. Only 6% of the world's business schools hold this accreditation. There are no anticipated issues nor costs related to offering the program at the new site and via a combination of modalities.

Source:

- AACSB International. (2024). Setting the Global Business Education. Retrieved from: <https://www.aacsb.edu/educators/accreditation/value-of-accreditation>

8. Does the university request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy.

No exceptions to Board policy are requested.

9. Cost, Budget, and Resources related to new courses at the site: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Complete Appendix B – Budget using the system form.

There will not be a need to add any additional resources. Delivery mode will be a combination of in-person and online methods, including the USD Vermillion campus, the USD Sioux Falls campus, and online delivery. Current faculty will be reallocated across the current curriculum to be available to teach in the proposed delivery modes for this new site request. For example, the business school conducted a review to identify courses that were low enrolled and developed differing options for students to meet their degree requirements. The school also initiated a curriculum task force to identify additional opportunities for reducing the number of low-enrolled courses and courses that have not been taught in the past several years to help accommodate the reallocation of resources for this new site request.

10. Additional Information:

Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.