SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Certificate

UNIVERSITY:	**USD**
TITLE OF PROPOSED CERTIFICATE:	**Professional Ethics**
INTENDED DATE OF IMPLEMENTATION:	**Fall 2018**
PROPOSED CIP CODE:	**38.0103**
UNIVERSITY DEPARTMENT:	**History (Philosophy Program)**
UNIVERSITY DIVISION:	**Arts and Sciences**

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.

Elizabeth M. Freeburg	3/19/2018
Institutional Approval Signature	Date
President or Chief Academic Officer of the University	

1. **Is this a graduate-level certificate or undergraduate-level certificate?**

   Undergraduate Certificate ☒   Graduate Certificate ☐

2. **What is the nature/purpose of the proposed certificate?**

   This certificate provides enrolled students with broad academic training in ethics that complements any degree, especially those with a professional orientation. The certificate is designed purposefully as a "stand alone" credential (rather than a specialization in any one specific major) to reflect the fact that ethics is not an independent field, separate from professional fields. Rather professional ethical knowledge and skill is integral to each field.

3. **Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.[1]**

   A Professional Ethics Certificate will help meet the Board of Regents 2020 mission of "enriching the intellectual, economic, civic, social, and cultural life of the state, its residents, and its communities." An academic certificate in ethics is based on the belief that "intellectual, economic, and civic" values are interrelated. At the University of South Dakota the Professional Ethics Certificate allows students to pursue questions of a common good across various colleges, schools, and departments. Finally, a Professional Ethics Certificate would fulfill a workforce need currently missing from the curriculum, namely, formal training in ethics.

   There is a clear workplace demand for employees who demonstrate ethical competency. A 2013 employer survey found that employers point to a variety of types of knowledge and skills as important considerations when hiring, placing the greatest priority on ethics, intercultural skills, and capacity for professional development. In particular, employers place the greatest degree of importance on ethics where 96% of respondents reported that it was important (and

---

[1] For workforce related information, please provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.

76% that it was *very* important) that potential employees "demonstrate ethical judgment and integrity."[1] Moreover, *National Business Ethics Survey of the U.S. Workforce*, which the "Ethics and Compliance Initiative" has conducted eight times since 1994, has consistently found that "encouraging appropriate workplace ethics is the job of every organization that wants to maintain a reputable brand."[2] Finally, a forthcoming report by the Hart Associates finds that 81% of employers and 74% of students rate ethical judgment and decision-making as a desirable an outcome of 8, 9, or 10 on a zero-to-10 scale.[3]

[1] Hart Research Associates, *It Takes More Than a Major: Employer Priorities for College Learning and Student Success. An Online Survey Among Employers Conducted On Behalf Of The Association Of American Colleges And Universities*. Washington, DC: Hart Research Associates, 2013. https://www.aacu.org/sites/default/files/files/LEAP/2013_EmployerSurvey.pdf.

[2] The full results are available at http://www.ethics.org/research/nbes and a summary of the findings is discussed at: https://www.asaecenter.org/resources/articles/an_plus/2015/december/making-ethics-a-priority-in-your-workplace

[3] Hart Research Associates. Forthcoming. *Falling Short? College Learning and Career Success*. Washington, DC: Association of American Colleges and Universities.

4. **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 for the Professional Ethics Certificate is students across all colleges and schools at the University of South Dakota who are interested in sustained attention to ethics because their commitment to personal values, their desire to promote the civic life of their communities, or to be prepared to assume leadership positions in the professional workplace.

Examples of majors who should be especially interested in certification in professional ethics include Business Administration, Health Services Administration, Public Health, Health Sciences, and any number of degree programs offered through the College of Arts & Sciences. The Professional Ethics Certificate provides students pursuing careers in professional and managerial positions dedicated time within their academic curriculum to develop knowledge and skills which business surveys report that employers demand, namely, training needed to understand and manage workplace ethics.

5. **List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form):[2]**

The Professional Ethics Certificate consists of 12 credit hours. A 2.0 minimum grade point average is required to receive the certificate.

Three of those credits are required to be from either PHIL 220 (Intro to Ethics) or PHIL 240 (Intro to Ethics, Law, and Society).

Prefix	Number	Course Title	Credit Hours	New (yes, no)
PHIL	220	Introduction to Ethics	3	No
or				
PHIL	240	Introduction to Ethics, Law, and Society	3	No
		Subtotal	**3**	

---

[2] Regental system certificate programs typically are a subset of the curriculum offered in degree programs, include existing courses, and involve 9-12 credits for completion. Deviations from these guidelines require justification and approval.

The remaining 9 credits can be taken from any of the following.

Prefix	Number	Course Title	Credit Hours	New (yes, no)
BLAW	452	Commercial Law and Ethics	3	No
BADM	457	Business Ethics	3	No
CJUS	415	Ethics in Criminal Justice	3	No
KSM	280	Governance and Ethics in Sports	3	No
MCOM	401	Mass Communication Ethics	3	No
MCOM	402	Media Law and Ethics	3	No
PHIL	220	Introduction to Ethics	3	No
PHIL	240	Introduction to Ethics, Law, and Society	3	No
PHIL	242	Ethics, Law, and Literature	3	No
PHIL	320	Professional Ethics	3	No
PHIL	364	Biomedical Ethics	3	No
PHIL	420	Ethics and Value Theory	3	No
PHIL/BIOL	454	Environmental Ethics	3	No
		Subtotal	**9**	

6. **Student Outcome and Demonstration of Individual Achievement.[3]**

   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. Students will be able to recognize when decisions, procedures, and interactions are ethically significant.
   2. Students will understand basic theories and frameworks for reflecting on and deliberating ethical situations.
   3. Students will be to apply ethical competencies to the practices specific to their major fields.

   B. **Complete Appendix A – Outcomes using the system form.** *Outcomes discussed below should be the same as those in Appendix A.*

	1. Students will be able to recognize when decisions, procedures, and interactions are ethically significant.	2. Students will understand basic theories and frameworks for reflecting on and deliberating ethical situations.	3. Students will be to apply ethical competencies to the practices specific to their major fields.
BLAW 452			X
BADM 457	X		X
CJUS 415		X	X
KSM 280			X
MCOM 401		X	
MCOM 402			X
PHIL 220	X	X	X
PHIL 240	X	X	X
PHIL 242	X		X
PHIL 320	X		X
PHIL 364			X
PHIL 420		X	
PHIL 454			X

---

[3] Board Policy 2:23 requires certificate programs to "have specifically defined student learning outcomes."

7. Delivery Location.[4]

   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., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an on-line program)?**

	Yes/No	*Intended Start Date*	
On campus	Yes	**Fall**	**2018**

	Yes/No	*If Yes, list location(s)*	*Intended Start Date*
Off campus	No		

	Yes/No	*If Yes, identify delivery methods[5]*	*Intended Start Date*
Distance Delivery (online/other distance delivery methods)	No		

   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 on-line program)? [6]**

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

8. Additional Information:
(No additional information)

---

[4] The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.
[5] Delivery methods are defined in AAC Guideline 5.5.
[6] This question responds to HLC definitions for distance delivery.