



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Certificate

UNIVERSITY:	USD
TITLE OF PROPOSED CERTIFICATE:	Sustainability in Business
INTENDED DATE OF IMPLEMENTATION:	Fall 2021
PROPOSED CIP CODE:	52.0201
UNIVERSITY DEPARTMENT:	Entrepreneurship, Management, and Marketing
BANNER DEPARTMENT CODE:	UEMM
UNIVERSITY DIVISION:	Beacom School of Business
BANNER DIVISION CODE:	2B

Please check this box to confirm that:

- The individual preparing this request has read [AAC Guideline 2.7](#), 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 of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

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

Institutional Approval Signature

President or Chief Academic Officer of the University

3/16/2021

Date

1. Is this a graduate-level certificate or undergraduate-level certificate (place an "X" in the appropriate box)?

Undergraduate Certificate

Graduate Certificate

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.

Sustainable business is an emerging trend and a growing need for South Dakota businesses as well as business at the national and international levels. While USD currently provides an undergraduate and graduate degree in sustainability (offered through the College of Arts & Sciences), other regional and national universities are also focusing their programs that emphasize business initiatives concerning sustainability issues. Our sustainable business certificate is designed to fill this gap.

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.

Not applicable. USD has both a major in business and sustainability.

Mission Relevance

Sustainable business is a topic that is relevant to liberal arts education as it integrates social, economic, business, and scientific principles. As such, our certificate will train future leaders and support USD's position as the flagship public liberal arts university in the state.

Relevance to USD Strategic Goals-

Theme 1: Academic Excellence

The proposed Sustainable Business certificate will provide students with a credential in an underserved area that is in high demand and relevant to a liberal arts education. It also expands teaching, research, and service opportunities for faculty in sustainability topics.

Theme 2: Engagement

As a key topic for business, government, and tribal communities, a Sustainable Business program will expand engagement with stakeholders.

Theme 4: Diversity

Social issues such as climate change are highly relevant to many including native communities in South Dakota. The Sustainable Business certificate will attract a diverse group of students, faculty, and guest participation.

Theme 5: Serving South Dakota

As the regental institution with both an AACSB accredited business school and a sustainability undergraduate program, USD is uniquely positioned to offer a Sustainable Business certificate to serve South Dakota.

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 Bureau of Labor Statistics (BLS), as part of the Green Jobs Initiative of 2009, identified the distribution of establishments by sector producing green goods and services. Second only to the construction industry, professional and business services made up 36.2% of "green jobs" as classified by the BLS.¹ Furthermore, the BLS estimates that employment in such occupations is expected to grow at a rate faster than the average for all occupations at 5% from 2019-2029. The average median pay for occupations in this sector, at \$69,820, also exceeded the median annual wage for all occupations, at \$39,810 in 2019.² While the BLS discontinued the Green Jobs Initiative in 2013 because of budget cuts, employment related specifically to solving environmental problems is at least as fast as average job growth for all sectors with expected growth in some sectors to far exceed average rates.³

1. <https://www.bls.gov/green/>

2. <https://www.bls.gov/ooh/business-and-financial/home.htm>

3. https://www.bls.gov/careeroutlook/2018/data-on-display/green-growth.htm?view_full

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 target audience for USD's Sustainable Business certificate includes:

- Students of the Beacom School with an interest in sustainable operations, green marketing, entrepreneurship, and implications of sustainability in economics, accounting, and management
- Students of the School of Arts and Sciences with an interesting in understanding the business case for sustainable practices

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)? If so, what areas of high workforce demand or specialized body of knowledge will be addressed through this certificate?

This certificate has the ability to be a stand-alone education credential option. Examples of demand areas/job titles include:

- Operations management/sustainable supply chain management
- Chief sustainability officer
- Sustainability specialist
- Sustainable product development
- Sustainability consultant
- Renewable energy analyst
- Zero-waste program manager
- Sustainable design coordinator
- Environmental analyst

B. Is the certificate a value added credential that supplements a student's major field of study? If so, list the majors/programs from which students would most benefit from adding the certificate.

Yes, this certificate has the ability to supplement a student's major field of study.

- Biomedical Engineering
- Biology
- Chemistry
- Political Science

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.

Yes, this is the primary intent of the certificate.

- Bachelor's degree in Business Administration: All Majors (13 credits)
- Bachelor of Arts or Science in Economics (13 credits)
- Bachelor of Science or Arts degree in Sustainability (7-10 credits depending upon specialization)
- Minor in Economics (3 credits)
- Minor in Sustainability (10 credits)

7. 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).

Prefix	Number	Course Title	Prerequisites for Course <i>Include credits for prerequisites in subtotal below.</i>	Credit Hours	New (yes, no)
SUST	111	Sustainable Society*		3	No
SUST	113/113L	Sustainable Environment*		4/0	No
ECON	472	Resource & Environmental Economics	ECON 201**	3	No
BADM	492	Special Topics: Sustainable Business	Instructor Permission Required	3	No
Subtotal				13***	

*Note: Students pursuing degrees either the BA and BS in sustainability are required to take these courses as part of their degree program. SUST 111 fulfills SGR #3 and SUST 113/113L is currently listed as 4/0 credits fulfills SGR #6.

**Note: Students pursuing degrees in all business majors and either the BA and BS in sustainability and economics are required to take this course as part of their degree program. ECON 201 also fulfills SGR #3.

***Note: Students pursuing degrees in all business majors and either the BA and BS in sustainability and economics are required to take some of these courses as part of their degree programs. No student will take over 12 required credits specifically for this certificate.

8. Student Outcome and Demonstration of Individual Achievement.

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation?

See table in part B.

B. Complete the table below to list specific learning outcomes – knowledge and competencies – for courses in the proposed program in each row.

Individual Student Outcome	Program Courses that Address the Outcomes				
	SUST 111	SUST 113	ECON 201	ECON 472	BADM 492
Demonstrate a basic understanding of sustainability impacts within society	X				
Demonstrate a basic understanding of environmental sustainability		X			
Demonstrate a basic understanding of challenges of sustainability in business and organizational setting	X	X	X	X	X
Demonstrate an understanding of sustainability through the lens of economics including the concepts of externalities, cost-benefit analysis, and economic efficiency			X	X	
Demonstrate knowledge of how to champion, market, and brand sustainable business practices, innovation, and Triple Bottom Line approaches for strategic competitive advantage.				X	X

9. Delivery Location.

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 2021

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

	Yes/No	If Yes, identify delivery methods Delivery methods are defined in AAC Guideline 5.5 .	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No	N/A	N/A
Does another BOR institution already have authorization to offer the program online?	No	If yes, identify institutions: N/A	N/A

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)? *This question responds to HLC definitions for distance delivery.*

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

10. Additional Information:

The University of South Dakota includes the state's only Sustainability undergraduate degree program and the state's leading School of Business. In recent years, the University has seen increased interest from students in both areas. The proposed Sustainability in Business certificate is a joint partnership between these programs with each area contributing two courses. Students will have a background in all the components of Sustainability with the inclusion of SUST 111 (the social science aspects) and SUST 113/113L (the natural science aspects). Both areas are needed for students to have the foundational content in Sustainability. The certificate includes two upper-level courses from the Beacom School of Business. Students will study scarcity, resource allocation, markets, and public policy in ECON 472. Then, students will combine the foundational content from Sustainability and Economics for an application to business. In the BADM 492 course, students will learn about production, market selection, branding, and social responsibility. The curriculum goals for the certificate require all four courses. Since one of the courses has a lab component, the certificate requires 13 total credits. The targeted students will be including the lab course as part of their general education natural science requirements; therefore, the extra credit is not onerous. The Beacom School of Business and the College of Arts and Sciences believe there will be sufficient demand for the certificate at the current credit requirement.