



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

**New Certificate**

<b>UNIVERSITY:</b>	<b>USD</b>
<b>TITLE OF PROPOSED CERTIFICATE:</b>	<b>Management</b>
<b>INTENDED DATE OF IMPLEMENTATION:</b>	<b>8/18/2017</b>
<b>PROPOSED CIP CODE:</b>	<b>52.0201</b>
<b>UNIVERSITY DEPARTMENT:</b>	<b>Beacom School of Business</b>
<b>UNIVERSITY DIVISION:</b>	<b>Entrepreneurship, Marketing, &amp; Management</b>

**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*

5/16/2017

Institutional Approval Signature

Date

*President or Chief Academic Officer of the University*

**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?**

The University of South Dakota seeks permission to offer a new certificate in Management. A certificate in Management will help to increase operational efficiency and to improve organizational processes. The Management certificate will offer students topics relevant in today's rapidly evolving global market. The certificate stacks to the BS in Technical Leadership, one of five proposed certificates that would stack to that degree. The certificate is designed to appeal to students who do not yet possess a bachelor's degree and need additional management-level skill development to advance within their careers.

**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.<sup>1</sup>**

After conversations with local businesses, SF advisory board, and Technical College leadership, management has been identified as an area of need an undergraduate certificate. The U.S. Bureau of Labor Statistics anticipates job growth in Administrative Service Managers to be 8% and Advertising, Promotions, and Marketing Managers to be 9%, over the next 8

<sup>1</sup> 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.

years.<sup>2</sup> The certificate in Management, as well as the additional certificates stackable to the BS in Technical Leadership, provides students with workplace skills cited by industry executives as high demand, as well as providing alternate pathways for students to earn the bachelor's degree.

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

Students who are enrolled in the Bachelor of Science in Technical Leadership who will likely work in project management roles after obtaining their baccalaureate degree would be part of the market for this certificate program. Additionally, industry leaders have indicated that they would be likely to send prospective “managers” to the certificate program to learn the skills needed to be a successful manager of people projects, and to evaluate risks and make decisions.

**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):<sup>3</sup>**

<b>Management –(New Certificate)</b>				
<b>Prefix</b>	<b>Num</b>	<b>Title</b>	<b>Hrs</b>	<b>New course</b>
BADM	369	Organization Behavior & Theory	3	No
BADM	370	Marketing	3	No
<b>Choose two of the following courses:</b>				
BADM	101	Survey of Business	3	No
ENTR	311	Finance and Accounting for Entrepreneurs	3	No
HRM	460	Human Resource Management	3	No
Subtotal			<b>12</b>	

**6. Student Outcome and Demonstration of Individual Achievement.<sup>4</sup>**

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

- Students should be able to describe the major theories and philosophical frameworks in management and their relationship to other core business functions.
- Students should be able to demonstrate the use of management techniques/skills for analyzing and controlling operations processes.
- Students should be able to critically analyze and propose practical solutions to problems/issues.
- Students should be able to present proposed solutions in a professional manner using appropriate written and oral presentation skills.

<sup>2</sup> <https://www.bls.gov/ooh/management/>

<sup>3</sup> 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.

<sup>4</sup> Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.”

**B. Complete Appendix A – Outcomes using the system form.**

See attached Appendix A.

**7. On-line and Off-campus Delivery.<sup>5</sup>**

**A. Complete the following charts to indicate if the university seeks authorization to deliver the entire certificate at any off-campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or seeks authorization to deliver the entire certificate through distance technology (e.g., as an on-line program)?**

	Yes/No	If Yes, list location(s), including the physical address	Intended Start Date
<b>Off-campus</b>	Yes	University Center, Sioux Falls	8/18/2017

	Yes/No	If Yes, identify delivery methods	Intended Start Date
<b>Distance Delivery</b>	Yes	Online	8/17/2018

**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)? N/A**

	Yes/No	If Yes, identify delivery methods	Intended Start Date
<b>Distance Delivery</b>			
<b>Delivery Method (if applicable)</b>			

**8. 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.*

<sup>5</sup> The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

## Appendix A

<b>Management</b>					
<b>Individual Student Outcome</b>	BADM 101	ENTR 311	BADM 369	BADM 370	HRM 370
Students should be able to describe the major theories and philosophical frameworks in management and their relationship to other core business functions.	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Students should be able to demonstrate the use of management techniques/skills for analyzing and controlling operations processes.			<b>X</b>	<b>X</b>	<b>X</b>
Students should be able to critically analyze and propose practical solutions to problems/issues.		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Students should be able to present proposed solutions in a professional manner using appropriate written and oral presentation skills.	<b>X</b>		<b>X</b>		