



**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- BHSU- SDSMT- SDSU-
BANNER DEPARTMENT CODE:	UEMM NMAM D B M S
UNIVERSITY DIVISION:	USD-Beacom School of Business NSU-School of Business DSU- BHSU- SDSMT- SDSU-
BANNER DIVISION CODE:	2B 5B 8 BHSU? SDSMT- 3

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 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.

_____	USD	_____
Institutional Approval Signature <i>President or Chief Academic Officer of the University</i>		Date
_____	BHSU	_____
Institutional Approval Signature <i>President or Chief Academic Officer of the University</i>		Date
_____	DSU	_____
Institutional Approval Signature <i>President or Chief Academic Officer of the University</i>		Date
<i>Michael Wanous</i>	NSU	11/5/2024
_____		_____
Institutional Approval Signature <i>President or Chief Academic Officer of the University</i>		Date
_____	SDSM	_____
Institutional Approval Signature <i>President or Chief Academic Officer of the University</i>	T	Date
_____	SDSU	_____
Institutional Approval Signature <i>President or Chief Academic Officer of the University</i>		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 undergraduate-level certificate? (place an “X” before the graduate type)

X	Undergraduate Certificate		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 basics in 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](#)

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 business 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 business programs.

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)

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

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	3	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
CSC	273	Spreadsheet Data Analysis	None		No
CMST	210	Interpersonal Communication/Professionals	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. Earn critical thinking and effective communication skills in business.**
- 4. Learn to make good financial decisions as it relates to all areas of personal finance.**
- 5. Learn about the organization and component areas of a modern business**

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						
Earn critical thinking and effective communication skills in business.					X	X		
Learn to make good financial decisions as it relates to all areas of personal finance.							X	
Learn about the organization and component areas of a modern business						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 on-line 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	<i>If Yes, identify delivery methods</i> <i>Delivery methods are defined in Guideline 2.4.3.B.</i>	<i>Intended Start Date</i>
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 on-line program)?

	Yes/No	<i>If Yes, identify delivery methods</i>	<i>Intended Start Date</i>
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.