

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 5 – C (1)
DATE: March 29-30, 2023

SUBJECT

New Undergraduate Certificate Request – NSU – Entrepreneurship

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2:23](#) – New Programs, Program Modifications, Curricular Requests, and Inactivation/Termination

BACKGROUND / DISCUSSION

Northern State University (NSU) requests authorization to offer an Entrepreneurship undergraduate certificate. The proposed certificate will equip students with the knowledge and capabilities to identify business and innovation opportunities, communicate the value of products and services to potential customers, and develop the skills to write business plans. It is designed for aspiring entrepreneurs from all disciplines.

IMPACT AND RECOMMENDATION

NSU plans to offer the certificate in Entrepreneurship on campus and online. NSU does not request new state resources. No new courses will be required.

Board office staff recommends approval.

ATTACHMENTS

Attachment I – New Certificate Request Form: NSU – Entrepreneurship

DRAFT MOTION 20230329_5-C(1):

I move to authorize NSU to offer an Entrepreneurship undergraduate certificate, as presented.



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

New Certificate

Use this form to propose a certificate program at either the undergraduate or graduate level. A certificate program is a sequence, pattern, or group of academic credit courses that focus upon an area of specialized knowledge or information and develop a specific skill set. Certificate programs typically are a subset of the curriculum offered in degree programs, include previously approved courses, and involve 9-12 credit hours including prerequisites. In some cases, standards for licensure will state explicit requirements leading to certificate programs requiring more than 12 credit hours (in such cases, exceptions to course or credit requirements must be justified and approved). The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Certificate Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

| | |
|---|---------------------------------|
| UNIVERSITY: | NSU |
| TITLE OF PROPOSED CERTIFICATE: | Entrepreneurship |
| INTENDED DATE OF IMPLEMENTATION: | Spring 2023 |
| PROPOSED CIP CODE: | 52.0701 |
| UNIVERSITY DEPARTMENT: | Management and Marketing |
| BANNER DEPARTMENT CODE: | NMAM |
| UNIVERSITY DIVISION: | School of Business |
| BANNER DIVISION CODE: | 5B |

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.



Institutional Approval Signature

President or Chief Academic Officer of the University

2/2/2023

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" 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.**

The Entrepreneurship certificate equips students with the knowledge and capabilities to identify business and innovation opportunities, communicate the value of products and services to potential customers, and develop the skills to write business plans. It is designed for aspiring entrepreneurs from all disciplines.

- 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 1:10:4 |
| DSU: | SDCL § 13-59 | BOR Policy 1:10:5 |
| NSU: | SDCL § 13-59 | BOR Policy 1:10:6 |
| SDSMT: | SDCL § 13-60 | BOR Policy 1:10:3 |
| SDSU: | SDCL § 13-58 | BOR Policy 1:10:2 |
| USD: | SDCL § 13-57 | BOR Policy 1:10:1 |

[Board of Regents Strategic Plan 2014-2020](#)

Not applicable. NSU offers a Management degree that includes Entrepreneurship as one of four potential emphasis areas.

- 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. For workforce related information, please provide data and examples. Data may include, but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.**

According to the Office of Advocacy's Frequently Asked Questions, small businesses represent 99.9% of all firms in the United States, 43.5% of gross domestic product, and 35.6% of private sector receipts (2021). Small businesses provide economic growth to a community through employment opportunities and personalized shopping experiences, and contributions to the local economy.

- 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 aspiring and existing entrepreneurs including non-business students from across campus as well as community members (non-degree seeking).

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?

Yes. Considering the significant representation of small businesses among all firms in the United States, there is a high workforce demand for entrepreneurs who possess the skills and knowledge base conveyed in this certificate program.

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. All business majors excluding Management. Students in a variety of majors could benefit from adding this certificate, particularly students in the following majors offered at Northern State University:

- Biology
- Biochemistry
- Chemistry
- Environmental Science
- Music
- Sports Marketing
- Fine Arts
- Theater
- Digital Media
- Studio Art

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 certificate stacks with the B.S. in Management, with 9 credits directly applicable toward that program (BADM 370 is part of the Business core, BADM 336 is part of the Management core, and BADM 438 is part of the Entrepreneurship emphasis).

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). Certificate programs by design are limited in the number of credit hours required for completion. Certificate programs consist of nine (9) to twelve (12) credit hours, including prerequisite courses. In addition, certificates typically involve existing courses. If the curriculum consists of more than twelve (12) credit hours (including prerequisites) or includes new courses, please provide explanation and justification below.

| Prefix | Number | Course Title <i>(add or delete rows as needed)</i> | Prerequisites for Course | Credit Hours | New (yes, no) |
|--------|--------|---|--------------------------|--------------|---------------|
| | | | | | |

| | | | | | |
|----------|-----|----------------------------------|---|----|----|
| | | | <i>Include credits for prerequisites in subtotal below.</i> | | |
| BADM | 336 | Entrepreneurship I | | 3 | No |
| BADM | 438 | Entrepreneurship II | | 3 | No |
| BADM | 370 | Marketing | ECON 201* | 3 | No |
| BADM | 432 | Customer Relationship Management | | 3 | No |
| Subtotal | | | | 12 | |

*NSU overrides the prerequisite of ECON 201 for BADM 370 – Marketing.

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.

PLO1: Critical and Creative Thinking: Students will develop analytical and decision-making skills.

PLO2: Problem Solving: Students will be able to create strategic solutions to stakeholders’ needs and wants.

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 (Same as in the text of the proposal) | Program Courses that Address the Outcomes | | | |
|--|---|-------------|-------------|-------------|
| | BADM 336 | BADM 438 | BADM 370 | BADM 432 |
| PLO1: Critical and Creative Thinking: Students will develop analytical and decision-making skills. | | X | X | |
| PLO2: Problem Solving: Students will be able to create strategic solutions to stakeholders’ needs and wants. | X | | | 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 Community College for 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 | Fall 2023 |

| | Yes/No | If Yes, list location(s) | Intended Start Date |
|-------------------|--------|--------------------------|---------------------------------|
| Off campus | No | | Choose an item. Choose an item. |

| | Yes/No | If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline 5.5.</i> | Intended Start Date |
|---|--------|--|---------------------|
| Distance Delivery (online/other distance delivery methods) | Yes | Online | Fall 2023 |
| 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)? *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) | Yes | Online | Fall 2023 |

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.*