



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

New Certificate

UNIVERSITY:	SDSU
TITLE OF PROPOSED CERTIFICATE:	Professional Management
INTENDED DATE OF IMPLEMENTATION:	2022-2023 Academic Year
PROPOSED CIP CODE:	52.0201
UNIVERSITY DEPARTMENT:	Grad Study - Ness School of Management & Economics
BANNER DEPARTMENT CODE:	SGRS
UNIVERSITY DIVISION:	Graduate School
BANNER DIVISION CODE:	3G

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

Click here to enter a date: 7-20-21

Date

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? Please include a brief (1-2 sentence) description of the academic field in this certificate.

South Dakota State University (SDSU) requests authorization to offer a graduate Professional Management Certificate. The proposed graduate certificate in Professional Management will provide students with foundational economics, management, and financial skills to aid in advanced business decisions. It is designed to be a stand-alone, value-added, or stacked credential. This certificate will deliver essential management tools that will provide the core for the Professional Science (M.S.). In addition, graduate students in science related majors across campus, including in particular students in the College of Agriculture, Food and Environmental Sciences, will benefit from the certificate. For instance, students in the newly implemented DVM program in collaboration with the University of Minnesota would benefit immensely by adding the Professional Management certificate to their program as many veterinarians end up being small business owners. Graduate students in other areas, such as

animal science, plant science, and dairy science will also benefit by adding the Professional Management Certificate.

SDSU does not request new state resources for the proposed certificate.

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.

SDSU is currently authorized to deliver programs in Economics (B.A, B.S., M.S.), Business Economics (B.A, B.S.), Agricultural Business (B.S.), and Entrepreneurial Studies (B.A, B.S.).

The Professional Management Certificate supports the mission of SDSU as provided in SDCL 13-58-1: *Designated as South Dakota's land grant university, South Dakota State University, formerly the state college of agriculture and mechanical arts, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering, home economics, nursing and pharmacy, and other courses or programs as the Board of Regents may determine.*

The proposed certificate also supports the goals stated in the South Dakota Board of Regents Strategic Plan 2014-2020:

Goal 1 – Student Success

- Increase total graduate degrees awarded.

Goal 2 – Academic Quality and Performance

- Continue to approve new graduate programs.
- Grow the number of students participating in experiential learning.
- Develop and grow high-quality and distinct academic programs to meet the needs of diverse students and market demands.

In addition, this graduate certificate aligns with the SDSU's Imagine 2023 strategic plan¹ by offering a student-centered education. Specifically, the courses and certificate will contribute to the attainment of *Strategic Goal 1 – Excellence through Transformative Education*. This will be a distinct and high-quality academic program designed to meet student and market demand.

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 Professional Management Certificate will deliver essential management tools in the areas of management, economics, finance, accounting, agricultural economics, entrepreneurial studies, and marketing. The 12-credit certificate in Professional Management will benefit those entering or already in the workforce. Many prospective students who would be attracted to this program would already be employed and benefit their career trajectories by obtaining this type of education. Graduates will be able to strengthen their skills as a leader and decision-maker within their company.

¹ <https://www.sdstate.edu/imagine-2023-aspire-discover-achieve>

Given the strong interest in advanced agricultural practices utilizing precision techniques, individuals with the type of training provided by this certificate program will be in high demand. The management skills gained through the Professional Management Certificate, when combined with any of our agriculture-related M.S. programs, will prepare students well for management positions in an Agricultural or Food Sciences company, with a job growth outlook of 6% annually according to the US Bureau of Labor Statistics Occupational Handbook.² Other examples of management positions in specialized fields include Natural Science Managers (5% job growth outlook)², Computer and Information Systems Managers (10% job growth outlook)³, Architectural and Engineering Managers (3% job growth outlook)⁴, and Environmental Scientist and Specialists (8% job growth outlook)⁵.

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 Professional Management Certificate is designed to be a stand-alone, value-added, or stacked credential. The proposed certificate will provide the core for the Professional Science (M.S.). Graduate students in other areas, such as animal science, plant science, and dairy science will also benefit by adding the professional management credentials.

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. Students may pursue the certificate as a stand-alone credential. The certificate will provide training in key areas of management applicable to any profession. According to the U.S. Bureau of Labor Statistics Occupational Handbook, employment in management occupations is expected to grow by 5% from 2019-2029, faster than the average for all occupations.² "Management" occupations in a wide range of fields are listed, from traditional business manager (financial managers and advertising, promotion, and marketing managers) to managers in specialized fields, such as natural science managers and architectural managers. As such, higher level management skills will provide a beneficial complement to many M.S. programs across the SDSU campus or to any working professional looking to add some higher-level management skills to their existing portfolio.

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

² Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Natural Sciences Managers, at <https://www.bls.gov/ooh/management/natural-sciences-managers.htm> (visited June 25, 2021).

³ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Computer and Information Systems Managers, at <https://www.bls.gov/ooh/management/computer-and-information-systems-managers.htm> (visited June 29, 2021).

⁴ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Architectural and Engineering Managers, at <https://www.bls.gov/ooh/management/architectural-and-engineering-managers.htm> (visited June 29, 2021).

⁵ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Environmental Scientists and Specialists, at <https://www.bls.gov/ooh/life-physical-and-social-science/environmental-scientists-and-specialists.htm> (visited June 29, 2021).

adding the certificate.

Yes. The certificate is intended to supplement a SDSU graduate education. Graduate students in science related majors across campus, including in particular students in the College of Agriculture, Food and Environmental Sciences, will benefit from the certificate. For instance, students in the newly implemented DVM program in collaboration with the University of Minnesota would benefit immensely by adding the Professional Management certificate to their program as many veterinarians end up being small business owners. Graduate students in other areas, such as animal science, plant science, and dairy science will also benefit by adding the Professional Management credentials. Students in many other disciplines across campus may find value as well.

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 will deliver essential management tools that will provide the core for the Professional Science (M.S.). This certificate will include 12-credits (six required credits and six elective credits) in the areas of Management, Economics, Finance, Accounting, Agricultural Economics, Entrepreneurial Studies, and Marketing.

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	Credit Hours	New (yes, no)
ECON/ MGMT	751	Advanced Managerial Economics	None	3	No
ECON/ FIN OR ECON/ ACCT	753 592	Financial Management (3 cr.) Topics (Budgeting) (3 cr.)	None None	3 3	No No
Select two of the following:				6	
AGEC	571	Advanced Farm & Ranch Management	None	3	No
AGEC/ ECON	572	Resource and Environmental Economics	None	3	No
AGEC/ ECON/ ENTR/ FIN/ MGMT/ MKTG	592 or 792	Topics	None	1-4	No
DSCI/ ECON	752	Advanced Business Decisions Science	None	3	No
ECON/ FIN	753	Financial Management (<i>if not used above</i>)	None	3	No
OM	563	Supply Chain Management	None	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?

Students in the Professional Management Certificate will be able to:

- Design, analyze, and evaluate management strategies using economic and management theories.
- Use financial and accounting concepts and theories in management decision making.
- Apply economics and management theories and tools to a range of specialties.

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							
	ECON/ MGMT 751	ECON/ FIN 753	ECON/ ACCT 592/792	ECON/ DSCI 752	AGEC/ ECON/ ENTR/ FIN/ MGMT/ MKTG 592/792	AGEC 571	AGEC/ ECON 572	OM 563
Students will be to able design, analyze, and evaluate management strategies using economic and management theories.	X							
Students will be able to use financial and accounting concepts and theories in management decision making.		X	X					
Students will be able to apply economics and management theories and tools to a range of specialties.				X	X	X	X	X

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., 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 online program)?

	Yes/No	Intended Start Date
On campus	Yes	2022-2023 Academic Year

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

	Yes/No	<i>If Yes, identify delivery methods</i> <i>Delivery methods are defined in AAC Guideline 5.5.</i>	<i>Intended Start Date</i>
Distance Delivery (online/other distance delivery methods)	Yes	015 - Internet Asynchronous– Term Based Instruction 018 - Internet Synchronous	2022-2023 Academic Year
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 online program)? This question responds to HLC definitions for distance delivery.

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