

**ACADEMIC AFFAIRS COUNCIL**

**AGENDA ITEM: 4 – B (1)**

**DATE: March 31, 2016**

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**SUBJECT: New Certificate: BHSU Certificate in Managerial & Organizational Communication**

Black Hills State University (BHSU) requests authorization to offer a certificate in Managerial and Organizational Communication. The audience for this certificate includes those pursuing careers in business or social service organizations who want additional communication skills to enhance their degree and marketability. The certificate does not require the creation of any new courses and consists of 12 credit hours.

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**RECOMMENDED ACTION**

Move forward. Provide comments and concerns to Jay Perry.







Proposed CIP code 35.0103

6. Effective Date of Certificate Program Fall 2016

### References

Allegheny Conference on Community Development & U.S. Chamber of Commerce Foundation. (2015). *Bridging the soft skills gap: Employers and new hires agree soft skills are critical but their views on preparedness are in stark contrast*. Retrieved from <http://www.alleghenyconference.org/PDFs/Misc/BridgingSoftSkillsGap.pdf>

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ManpowerGroup. (2013). 2013 talent shortage survey research results. Retrieved from [http://www.manpowergroup.com/wps/wcm/connect/587d2b45-c47a-4647-a7c1-e7a74f68fb85/2013\\_Talent\\_Shortage\\_Survey\\_Results\\_US\\_high+res.pdf?MOD=AJPERES](http://www.manpowergroup.com/wps/wcm/connect/587d2b45-c47a-4647-a7c1-e7a74f68fb85/2013_Talent_Shortage_Survey_Results_US_high+res.pdf?MOD=AJPERES)

Millennial Branding & American Express. (2013). *The gen Y workplace expectations study*. Retrieved from <http://millennialbranding.com/2013/gen-workplace-expectations-study/>

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