



News Release

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New Options Added to Minor and Certificate Offerings

VERMILLION, S.D. – The South Dakota Board of Regents this week approved a new minor in sport management at Northern State University and a certificate program in business analytics at Dakota State University.

The NSU minor, consisting of 18 credit hours, responds to a growing demand for individuals prepared to manage and promote increasingly complex operations within the sport management industry. Concepts covered by the minor will include sport marketing, intercollegiate athletics, sport law, public relations, finance, strategic management, and communications.

Northern State already offers a full range of coursework for its bachelor's degree in sport marketing and administration, so no new courses will need to be developed for this minor. It will be possible for any undergraduate student with a secondary interest in the sport industry to pursue this minor, university officials said.

At Dakota State University, a 12 credit-hour certificate in Information Systems – Business Analytics will be offered. The ideal candidate for this certificate will be an information technology professional or business analyst who seeks to acquire the technical and programming skills needed to manipulate and analyze large amounts of data to solve business problems.

Across the public university system, certificate programs are developed by packaging a small set of courses that allow students to develop expertise within a focused area of study, addressing market and workforce development needs.