

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 7 – A (7)

DATE: June 27-29, 2017

**SUBJECT: New Certificate: USD Undergraduate Certificate in Small Business
Entrepreneurship**

The University of South Dakota (USD) requests authorization to offer an undergraduate certificate in Small Business Entrepreneurship. The certificate will provide students with competencies in risk management, problem-solving, management across boundaries, and evaluation of market opportunities. This certificate is designed for individuals who need additional skill development in the area of small business management, or current small business owners who wish to improve productivity or effectiveness. USD developed the certificate in consultation with business leaders who identified a need for skills in this field for their employees. The certificate can serve as a stand-alone credential or can be applied as a stackable option to the BS in Technical Leadership. The certificate consists of 12 credit hours and utilizes existing courses.

USD is requesting authorization to offer the certificate on campus, online, and at the University Center-Sioux Falls.

DRAFT MOTION 20170627_7-A(7): I move to approve USD's undergraduate certificate in Small Business Entrepreneurship as described in Attachment I.



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

New Certificate

UNIVERSITY:	USD
TITLE OF PROPOSED CERTIFICATE:	Small Business Entrepreneurship
INTENDED DATE OF IMPLEMENTATION:	8/18/2017
PROPOSED CIP CODE:	52.0703
UNIVERSITY DEPARTMENT:	Beacom School of Business
UNIVERSITY DIVISION:	UEMM

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.

Elizabeth M. Freeburg

5/16/2017

Institutional Approval Signature

Date

President or Chief Academic Officer of the University

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?

The University of South Dakota seeks permission to offer a new certificate in Small Business Entrepreneurship. This new certificate aims to incorporate problem-solving concepts, risk management, an ability to manage across functional boundaries, and evaluate market opportunities. The certificate stacks to the BS in Technical Leadership, one of five proposed certificates that would stack to that degree. The certificate is designed to appeal to students who do not yet possess a bachelor's degree and need additional management-level skill development to advance within their careers.

3. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.¹

According to the Kauffman Foundation, startup business activity and entrepreneurship opportunities have risen over the last several years, including the largest year-over-year increase from the past two decades. This increase includes 530,000 new businesses created each month nationally (on average). The certificate will assist students on their pathway to additional higher education and a baccalaureate degree, an important contribution given that the percentage of new

¹ For workforce related information, please provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.

entrepreneurs with college degrees has increased from 24% to 33% percent since 1997.² The certificate also supports the Board of Regents' 2014 Strategic Plan efforts to “contribute to the state’s workforce and economic development.”

The certificate in Small Business Entrepreneurship, as well as the additional certificates stackable to the BS in Technical Leadership, provides students with workplace skills cited by industry executives as high demand, as well as providing alternate pathways for students to earn the bachelor’s degree.

4. 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 for this program is for individuals interested in the basics of small business. In particular, students who are enrolled in the Bachelor of Science program in Technical Leadership that are interested in having their own business would like to take this certificate program. Additionally, current small business owners may be interested in the stand-alone certificate program to maximize productivity and effectiveness.

5. 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):³

Prefix	Number	Course Title	Credit Hours	New (yes, no)
ENTR	311	Finance and Accounting for Entrepreneurs	3	No
ENTR	330	Creativity/ Innovative Thinking	3	No
ENTR	350	Market Opportunity Analysis	3	No
ENTR	481	New Venture Planning & Development	3	No
Subtotal			12	

6. Student Outcome and Demonstration of Individual Achievement.⁴

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation?

Small Business Entrepreneurship certificate graduates will:

1. Students will recognize and evaluate an innovative business opportunity.
2. Students will demonstrate the ability to apply basic business functions to innovations or entrepreneurial endeavors.

B. Complete Appendix A – Outcomes using the system form.

See attached Appendix A.

² Robert W. Fairlie, Arnobio Morelix, E.J. Reedy, Joshua Russell, “The Kauffman Index of Startup Activity: National Trends” (Kauffman Foundation, 2015), p. 5-6, available from http://www.kauffman.org/~media/kauffman_org/research%20reports%20and%20covers/2015/05/kauffman_index_startup_activity_national_trends_2015.pdf.

³ Regental system certificate programs typically are a subset of the curriculum offered in degree programs, include existing courses, and involve 9-12 credits for completion. Deviations from these guidelines require justification and approval.

⁴ Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.”

7. On-line and Off-campus Delivery.⁵

- A. Complete the following charts to indicate if the university seeks authorization to deliver the entire certificate at any off-campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or seeks authorization to deliver the entire certificate through distance technology (e.g., as an on-line program)?**

	Yes/No	If Yes, list location(s), including the physical address	Intended Start Date
Off-campus	Yes	University Center, Sioux Falls	8/18/2017

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery	Yes	Online	8/17/2018

- 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)? N/A**

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery			
Delivery Method (if applicable)			

- 8. 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.*

⁵ The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

Appendix A

Small Business Entrepreneurship				
Individual Student Outcome	ENTR 311	ENTR 330	ENTR 350	ENTR 481
Students will recognize and evaluate an innovative business opportunity.		X	X	X
Students will demonstrate the ability to apply basic business functions to innovations or entrepreneurial endeavors.	X	X	X	X