

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

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

SUBJECT

New Specialization Request – USD – Specialization in Business Leadership – Master of Business Administration

CONTROLLING STATUTE, RULE, OR POLICY

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

BACKGROUND / DISCUSSION

The University of South Dakota (USD) requests authorization to offer a specialization in Business Leadership within the Master of Business Administration (MBA) program. The proposed specialization provides a path for students to enhance their leadership expertise within the current MBA program. The specialization will primarily help meet the needs of working professionals who wish to pursue a narrowly targeted specialized curriculum in this area.

IMPACT AND RECOMMENDATION

USD requests authorization to offer the specialization on campus and online. USD is not requesting additional state resources to offer the program. No new courses will be required.

Board office staff recommends approval of the program.

ATTACHMENTS

Attachment I – New Specialization Request Form: USD – Business Leadership – Master of Business Administration (MBA)

DRAFT MOTION 20230329_5-D(1):

I move to authorize USD to offer a specialization in Business Leadership within the Master of Business Administration (MBA) program, as presented.



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

New Specialization

UNIVERSITY:	USD
TITLE OF PROPOSED SPECIALIZATION:	Business Leadership
NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED:	Master of Business Administration
INTENDED DATE OF IMPLEMENTATION:	Fall 2023
PROPOSED CIP CODE:	52.0213
UNIVERSITY DEPARTMENT:	Entrepreneurship, Management, and Marketing
BANNER DEPARTMENT CODE:	UEMM
UNIVERSITY DIVISION:	School of Business
BANNER DIVISION CODE:	2B

X	<p><u>Please check this box to confirm that</u> (place an “X” in the left box):</p> <ul style="list-style-type: none"> The individual preparing this request has read AAC Guideline 2.6, which pertains to new specialization 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.
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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

1/19/2023

Institutional Approval Signature

Date

President or Chief Academic Officer of the University

1. Level of the Specialization (place an “X” before the specialization):

<input type="checkbox"/>	Baccalaureate	<input checked="" type="checkbox"/>	Master’s	<input type="checkbox"/>	Doctoral
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2. What is the nature/purpose of the proposed specialization? Please include a brief (1-2 sentence) description of the academic field in this specialization.

While several of our successful specialization graduates pursued the current five specialization programs, our industry partners are seeking graduates who aspire to leadership-focused positions to work in consulting or management advisory services areas. The Business Leadership Specialization will help those aspirants.

3. Provide a justification for the specialization, 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.

The full Master of Business Administration (MBA) Degree in the school of business does provide a path to leadership expertise. However, those who seek to enhance their leadership expertise will be able to do so through the Business Leadership Specialization. Following the South Dakota legislature's directives, the BOR policies and strategic plans, as well as USD's strategic plans, this specialization will help meet the needs of mainly working professionals who wish to pursue a narrowly targeted specialization curriculum.

The South Dakota legislature has established the University of South Dakota's mission, which includes that it is *to provide professional education in business*. The BOR has recognized USD as *the comprehensive university of the South Dakota System of Higher Education*. The BOR's strategic plan for 2014-2020 seeks *to expand educational access as one of the action steps for student success goals*. USD's strategic theme six, which seeks *to provide access to a first-class education efficiently and effectively*, is a focus of this proposed leadership specialization.

Today's competitive market demands that agencies maximize opportunities. To do so, they must pivot quickly to improve resource management and growth. To succeed, they need trained leadership. Exceptional leaders engage, guide, promote change, and employ decision-making strategies that maintain gains. Employers look to educators to provide the training that purposeful leaders need to remain ahead of the competitive curve. Skillsets in competitive advantage, challenge anticipation, and data-driven decision-making are rooted in methodologies trained business educators can teach. The Business Leadership Specialization enables the realization of that goal.

According to the South Dakota Department of Labor, there are three broad divisions of industry types: non-agricultural, agricultural, and nonfarm. Considering the nature of business education, each of these three types, as well as state and local government, can benefit from the MBA degree with Leadership specialization as proposed here. While some industry sub-divisions or sub-sectors here in the State of Dakota are projected to experience a reduced need for workers moving from 2020 to 2030, other industries are expected to need upwards of 20% additional prepared workforce¹. For instance, the North American Industry Classification System (NAICS) code assigned to *Management of Companies and Enterprises* is 551. This sub-sector's needs will grow by 11.8% between 2020 and 2030, or an additional 605 persons, according to this report published in 2016. Exceptional business leadership is needed across all of those sub-sectors. The urgency of these needs is exemplified by the March 2022 551-classification projection of a 4.3% increase from 2021 to 2023. That increase will result in the need for an additional 221 managers. The NAICS classification system, which has 70 sub-sectors plus three sectors designated for federal, state, and local government needs, still does not account for sub-sectors with less than 200 employees. These statistics do not describe the need among smaller agencies, rural-based companies, family-

¹ Statewide South Dakota Employment Projections by Industry. (2016). Labor Market Information Center. South Dakota Department of Labor and Regulation. Retrieved from:

[industry_projections_2020_2030_statewide_south_dakota.pdf\(sd.gov\)](#)

Statewide South Dakota Employment Projections by Industry. (2022). Labor Market Information Center. South Dakota Department of Labor and Regulation. Retrieved from: [short_term_industry_projections_2021_2023.pdf\(sd.gov\)](#)

owned businesses, entrepreneurs, and innovators, which has the potential to be numerous. The Business Leadership Specialization will offer the skillset needed for leaders and managers for these industries.

4. List the proposed curriculum for the specialization (including the requirements for completing the major – highlight courses in the specialization):

Prefix	Number	Course Title	Credit Hours	New (yes, no)
Supportive Coursework: Required only for students with non-business baccalaureates				
BADM	501	Business Essentials I	3	
BADM	502	Business Essentials II	3	
Coursework for the Major				
ACCT	781	Managerial Accounting	3	
BADM	710	Managerial Finance	3	
BADM	720	Quantitative Analysis	3	
BADM	761	Leadership Development	3	
BADM	762	Business and its Environment	3	
BADM	770	Managerial Marketing	3	
BADM	780	Strategic Management	3	
ECON	782	Managerial Economics	3	
BADM	761	Leadership Development (counts for both the major and the specialization)	3	
Coursework for the Specialization				
HRM	560	Human Resource Management	3	
CMST	754	Managerial Communication	3	
Select one course (3 credits):				
BADM	557	Business Ethics	3	
MGMT	568	Negotiation / Dispute Resolution	3	
DSCI	541	Project Management	3	
CMST	585	Communication and Conflict Resolution	3	
LDR	501	Advanced Leadership Theory and Practice	3	
POLS	723	Public Personnel Management	3	

Total number of hours required for completion of specialization

12

Total number of hours required for completion of major

33

Total number of hours required for completion of degree

42-48

5. 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 specialization 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		

	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	015 Internet Asynchronous 018 Internet Synchronous	Fall 2023

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the specialization 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	015 Internet Asynchronous 018 Internet Synchronous	Fall 2023

6. Additional Information:

Intended Audience: The intended students for this graduate specialization program include business industry working professionals which covers a broad potential audience; and students considering a graduate degree in business.

Value-Add: Students completing the sustainability specialization will have additional competencies in sustainability topics that are not covered in the current MBA program. Students enrolled in the MBA would benefit from this specialization.

Stackable: Students completing the MBA with Sustainability Specialization may decide to use those credits to pursue an MS in Sustainability with USD, or additional specializations or certifications with the school of business or across campus.