SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

New Specialization

Use this form to propose a new specialization within an existing degree program. Specializations provide students with an alternative to the primary format of the major or it may be one of several tracks within a broad major. Specializations contain courses within the discipline(s) of the existing program. Specializations appear in the institutional catalog and on the transcript. Majors that offer specializations typically have one-third to two-thirds of the credits in common with the remaining course work fulfilling the requirements of the specialization(s) offered. The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Specialization Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

UNIVERSITY:	BHSU
TITLE OF PROPOSED SPECIALIZATION:	**Business Analytics**
NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED:	**BS in Business Administration**
BANNER PROGRAM CODE:	**BBS.BSA**
INTENDED DATE OF IMPLEMENTATION:	**8/1/2026**
PROPOSED CIP CODE:	**30.7102**
UNIVERSITY DEPARTMENT:	**6U**
BANNER DEPARTMENT CODE:	**BSCB**
UNIVERSITY DIVISION:	**College of Business**
BANNER DIVISION CODE:	**BSCB**

☒ **Please check this box to confirm that:**

- The individual preparing this request has read AAC Guideline 2.3.2.2.B, 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.

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.

Pamela Cameron
Institutional Approval Signature
President or Chief Academic Officer of the University

Click here to enter a date. 11/13/25
Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. **Level of the Specialization (*place an "X" in the appropriate box*):**

Baccalaureate ☒ Master's ☐ Doctoral ☐

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.**

Business Analytics is an interdisciplinary field that combines methods from statistics, data science, information systems, and business management to extract meaning from data and guide evidence-based decision-making. It emphasizes the use of quantitative models, computational tools, and analytical reasoning to transform raw data into insights that improve efficiency, identify opportunities, and reduce risk in organizational contexts.

The purpose of the proposed specialization is to prepare students to thrive in an economy increasingly driven by data and digital technologies. Students will gain practical skills in areas such as predictive analytics, data visualization, database management, and decision modeling while also developing the critical thinking and communication abilities required to present data-driven recommendations to business leaders. This specialization will equip graduates to play a central role in shaping organizational strategy and competitiveness across industries including finance, healthcare, retail, government, and technology.

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.*

Justification & Potential Benefits to Students

- **Enhanced Employment Opportunities & Career Flexibility**: Graduates with business analytics skills can pursue roles such as business analyst, data analyst, operations analyst, management analyst, market research analyst, or data scientist. These roles span industries such as finance, health care, manufacturing, retail, government, consulting, and more. So, students will have broad options.
- **Improving Income Prospects**: These roles tend to offer salaries higher than average for business and financial occupations. For example, as of May 2024, the median wage for all *Business and Financial Occupations* in the U.S. was about **$80,920/year**, which is significantly above the median for all occupations. [1]
- **Skill Relevance & Transferability**: Skills such as data analysis, predictive modeling, statistical inference, programming (Python, R, SQL), data visualization, and business intelligence are in high demand. They are not likely to be automated away entirely, and are increasingly essential for leadership, strategy, and operational roles.
- **Supporting Institutional Goals**: The specialization can help the institution to respond to regional workforce needs, attract students who are interested in cutting-edge quantitative and analytical work, and build partnerships with local industries that need analytics capabilities.

Workforce Demand & Labor Market Data

- **National Growth Projections**
  - *Data Scientists*: Employment of data scientists is projected to grow **34% from 2024 to 2034** in the U.S., "much faster than the average for all occupations." [2]
  - *Management Analysts (including business analysts)*: Employment projected growth of **9% from 2024 to 2034**, also much faster than average. About **98,100 job openings per year** will be available in this category. [3]
  - *Market Research Analysts*: Projected growth of **7% over the decade from 2024 to 2034**, again above average. [4]
- **Local / State-Level Demand (South Dakota)**
  - On online job boards, there are currently **25+ Business Analyst** positions in South Dakota. [5]
  - Also, **Data Analytics jobs** show up regularly in SD (~399 job listings). The wage distributions indicate that many positions pay in higher percentile ranges consistent with well-skilled analysts. [6]
  - The South Dakota Department of Labor & Regulation's Labor Market Information Center reports a very low unemployment rate (~1.9% in August 2025) and consistent growth in the labor force, indicating demand for skilled labor. [7]
- **Salary / Wage Data**
  - In South Dakota, among data analytics jobs, the wage percentiles indicate many positions pay above **$50-60/hour**, with upper percentiles higher. [6]
  - Nationally, business and financial occupations' median wage (≈ $80,920/year) is substantially above the all-occupation average, reflecting premium pay for analytical, quantitative, or financial skills. [1]

Conclusion

Given the accelerating demand for data-driven decision making across all sectors, and strong national and state trends for growth in occupations tied to business analytics, a specialization in Business Analytics will:

- Prepare students for well-paying, in-demand careers.
- Equip students with highly transferable and future-oriented skills.
- Support state economic development by supplying skilled graduates who can help businesses become more competitive and efficient.

Footnotes

1. U.S. Bureau of Labor Statistics, *Business and Financial Occupations*, median annual wage for May 2024.
2. U.S. Bureau of Labor Statistics, *Data Scientists* employment projections 2024-2034.
3. U.S. Bureau of Labor Statistics, *Management Analysts*, employment projections 2024-2034.
4. U.S. Bureau of Labor Statistics, *Market Research Analysts*, projections 2024-2034.
5. Indeed.com listings for Business Analyst jobs in South Dakota.
6. ZipRecruiter listings for Data Analytics jobs in South Dakota: wage percentile data.
7. South Dakota Department of Labor & Regulation, Labor Force / Unemployment and Labor Market Information Center.

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

Prefix	Number	Course Title *(add or delete rows as needed)*	Credit Hours	New (yes, no)
ACCT	210	Principles of Accounting	3	No
ACCT	211	Principles of Accounting II	3	No
BADM	220	Business Statistics	3	No
BADM	310	Business Finance	3	No
BADM	320	Quantitative Decision Analysis	3	No
BADM	321	Business Statistics II	3	No
BADM	344	Managerial Communications	3	No
BADM	350	Legal Environment of Business	3	No
BADM	369	Organizational Behavior & Theory	3	No
BADM	370	Marketing	3	No
BADM	425	Production / Operations Management	3	No
BADM	459	Analytics	3	No
BADM	482	Business Policy and Strategy	3	No
ECON	201	Principles of Microeconomics	3	No
ECON	202	Principles of Macroeconomics	3	No
MIS	205	Advanced Computer Applications	3	No
MIS	325	Management Information Systems	3	No
				Choose an item.
		Specialization		Choose an item.
BADM	429	Predictive Analytics for Business	3	Yes
BADM	456	Data Visualization	3	Yes
MIS	150	Computer Science I	3	No
MIS	484	Database Management	3	Yes
		Take two of the following:		
ACCT	360	Accounting Systems	3	No
BADM	412	Security Analysis	3	No
BADM	476	Marketing Research	3	No
ECON	370	Econometric Computing and Analysis	3	Yes

Total number of hours required for completion of specialization	18
Total number of hours required for completion of major	51
Total number of hours required for completion of degree	120

4. 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 2026**Choose an item.

	Yes/No	***If Yes, list location(s)***	***Intended Start Date***
Off campus	Yes	BHSU – Rapid City	**Fall 2026** Choose an item.

	Yes/No	***If Yes, identify delivery methods*** *Delivery methods are defined in AAC Guideline 2.4.3.B.*	***Intended Start Date***
Distance Delivery (online/other distance delivery methods)	Yes	B15 - Online	**Fall 2026** Choose an item.

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	**Fall 2026**Choose an item.

5. **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.*