

*Use this form to request authorization to plan a new baccalaureate major, associate degree program, or graduate program; formal approval or waiver of an Intent to Plan is required before a university may submit a related full proposal request for a new program. The Executive Director and/or their designees may request additional information. After the university President approves the Intent to Plan, submit a signed copy to the Executive Director through the System Academic Officer through the proper process. Only post the Intent to Plan to the university website for review by other universities after approval by the Executive Director, System Academic Officer or designee. This form is meant to capture critical elements for stakeholders to review prior to a full proposal.*

**University** SDSU - South Dakota State University

**Degree B :** Bachelor

**Name of Major** X999 : New Major Requested

**Finance**

No

**Specialization Required?**

*Note: If the new proposed program includes specific specializations within it, complete and submit a New Specialization Form for each proposed specialization and attach it to this form. Since specializations appear on transcripts, they require Board approval.*

**College/Department** 3S : SDSU Arts/Humanities/Soc Sci/SSME : Ness School  
Mgmt/Econ

**Intended Date of Full Proposal** Fall 2024

**Planned CIP Code** 52.0801

## **Program Description**

### **1. Provide the working program description that may appear in the university catalog.**

The B.A. and B.S. in Finance provides students advanced training in finance theory and practice, with applications in financial analytics, portfolio investments, and corporate finance. With a major in finance, graduates enter careers in banking, money management, investment banking, insurance, corporate treasuries, and federal, state, and local governments. Professional positions include, for example, chief financial officers, financial analysts, personal financial advisors, trust officers, portfolio analysts, stockbrokers and traders, commodity brokers and traders, financial accountants, compliance officers, budget analysts, and credit analysts.





**Program Summary**

**4. If a new degree is proposed, what is the rationale?**

*This question refers to the type of degree, not the program. For example, if your university has authorization to offer the Bachelor of Science and the program requested is a Bachelor of Science, then the request is not for a new degree.*

This is not a new degree.

**5. What modality/modalities will be used to offer the new program?**

*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.*

	Yes/No	Intended Start Date
<b>On Campus</b>	Yes	Fall 2024

	Yes/No	Location(s)	Intended Start Date
<b>Off Campus Location</b>	No		

	Yes/No	Delivery Method(s)	Intended Start Date
<b>Distance Delivery</b>	Yes	015 – Online Asynchronous; 018 – Online Synchronous	Fall 2024

	Yes/No	Identify Institutions
<b>Does another BOR institution already have authorization to offer the program online?</b>	Yes	Dakota State University [Business (B.B.A.) – Finance Specialization] has authorization to deliver their programs online.

**6. If the program will be offered through distance delivery, identify the planned instructional modality:**

Both / HyFlex

## Academic Quality

### **7. What peer institutions and current national standards will be referenced to develop the curriculum for this program? Include links to at least 3 comparable programs at peer institutions and links to national or accreditation standards, if any.**

SDSU faculty will design the curriculum to satisfy national standards. They will also review the finance curricula at the University of Minnesota – Twin Cities, University of Nebraska – Lincoln, University of North Dakota, Dakota State University, Northern State University, and University of South Dakota.

- Association to Advance Collegiate Schools of Business (AACSB): <https://www.aacsb.edu/educators/accreditation/business-accreditation>
- CFA Institute - Candidate Body of Knowledge: <https://www.cfainstitute.org/en/programs/cfa/curriculum/cbok>
- University of Minnesota - Twin Cities - Finance (B.S.B.): <https://carlsonschool.umn.edu/undergraduate/majors-minors/finance>
- University of Nebraska - Lincoln - Finance (B.S.B.A.): <https://business.unl.edu/academic-programs/departments/finance/undergraduate/>
- University of North Dakota - Finance (B.B.A.): <https://und.edu/programs/finance-bba>
- Dakota State University - Business Administration (B.B.A.) - Finance Specialization: [https://catalog.dsu.edu/preview\\_program.php?catoid=40&poid=3241](https://catalog.dsu.edu/preview_program.php?catoid=40&poid=3241)
- Northern State University - Finance (B.S.): [https://catalog.northern.edu/preview\\_program.php?catoid=15&poid=3856](https://catalog.northern.edu/preview_program.php?catoid=15&poid=3856)
- University of South Dakota - Finance (B.B.A.): [https://catalog.usd.edu/preview\\_program.php?catoid=35&poid=7367](https://catalog.usd.edu/preview_program.php?catoid=35&poid=7367)

### **8. What program accreditation is available, if any?**

The SDSU Ness School of Management and Economics is in the final phases of seeking accreditation through the Association to Advance Collegiate Schools of Business (AACSB).

### **9. Will the proposed program pursue accreditation or certifications?**

Yes

### **If no, why has the department elected not to pursue accreditation for the program?**

N/A

## Duplication and Competition

### 10. Do any related programs exist at other public universities in South Dakota?

*A list of existing programs is available through the university websites and the RIS Reporting: Academic Reports Database. If there are no related programs within the Regental system, indicate*

Yes. Dakota State University (B.B.A. in Business – Finance Specialization), Northern State University (B.S. in Finance and a B.S. in Banking & Financial Services), and University of South Dakota (B.B.A. in Finance) offer majors or specializations in finance. The EMSI report clearly indicates a need for more finance-related programs in South Dakota. The proposed B.A. and B.S. in finance would draw on the Ness School's demonstrated record of teaching, research, and outreach outcomes in economics and finance. SDSU's program would extensively use the facilities of its e-trading lab. Experiential learning is thoroughly embedded in all finance courses the Ness School offers. SDSU's major in finance will prioritize analytical rigor, thanks to the design of the program and the finance expertise of faculty in the school. Ness School programs share a strong, analytical foundation that stems from the school's legacy as a nationally recognized department of economics. The finance program would align with the CFAI program's Candidate Body of Knowledge and prepare students for CFA Level 1 at the time of graduation. The program would be the only one with full-time finance faculty with the CFA designation. The CFA designation is the most prestigious and most difficult to attain designation in the finance industry.

~~10. Do any related programs exist at other public universities in South Dakota?~~

*List those programs here:*

Augustana University - B.A. in Finance  
Southwest Minnesota State University - B.S. in Finance

**A. If yes, use IPEDS to identify the enrollment in those programs.**

Augustana University - B.A. in Finance  
CIP Code: 52.0801  
Graduates from 2021-2022: 8 graduates from degree program, 569 total undergraduate graduates

Southwest Minnesota State University - B.S. in Finance  
CIP Code: 52.0801  
Graduates from 2021-2022: 11 graduates from degree program, 457 total undergraduate graduates

**B. What evidence suggests there is unmet student demand for the proposed program, or that the proposed program would attract students away from the existing program?**

College Factual reports the number of graduates majoring in Finance and Financial Management was 57,778 in the 2020-2021 school year, while IPEDS indicates the number of graduates in the broad category of business was 391,375.[1] Finance and Financial Management was the 14th most popular major in the 2020-2021 school year. Finance majors represent about 13.5% of students in business majors. We are not providing a sufficient degree of specialization for our business economics students.

The academic unit that delivers business programming at SDSU is the Ness School. Total enrollment in the Ness School has grown from 812 students in fall 2019 to 1,125 students in fall 2023. Meanwhile, enrollment for bachelor



**15. Optional: Provide any additional evidence of regional demand for the program.**

*e.g. prospective student interest survey data, letters of support from employers, community needs...*

Industry partners recognize the quality of the current finance emphasis at SDSU, and have invested to provide more opportunities for teaching, research, and outreach. In addition to First Dakota National Bank’s investment in the e-trading lab:

- Larry and Diane Ness’s investment in SDSU’s economics and business students is recognized with the naming of the Ness School of Management and Economics; and their further investment in the school has allowed the naming of the Ness Endowed Director position.
- The Dykhouse Program in Money, Banking, and Financial Regulation has been in place since 2011, leading to substantial investment in research and scholarly outreach to our community banks.
- Everett & Bernetta DuBois Endowed Professorship in Business Finance and Investments has been awarded to Dr. Zhiguang Wang, who holds the CFA charter designation.
- Griffith Endowed Chair in Agricultural Finance, established by the William Mibra and Byrne Griffith Foundation to support teaching and research in agricultural finance and support the connections with the community banks in the state, has been awarded to Dr. Matthew Diersen.

These gifts target finance (including agricultural finance), investments, and community banks and are made possible by gifts from benefactors in this industry. Three of these benefactors are graduates of the former SDSU Department of Economics, and the fourth began his career in banking immediately after graduating from SDSU. All built successful careers in the finance industry and recognize the value of the preparation that an SDSU education gives to future finance industry participants.

The Ness School anticipates a high level of continued support from industry partners for programming and students in the finance, investments, and community banking sector.

**Student Demand**

**16. Provide evidence of student completers/graduates at that degree level at peer institutions that offer the same/similar program using data obtained from IPEDS.**

*Choose programs not already listed in question 11. Use the most recent year available.*

University Name	State	Program Name	Number of Degrees Conferred in Program	Total Number of Conferrals at Level (Undergrad or Grad)
Minnesota State University - Mankato	MN : Minnesota	Finance (B.S.)	104	2628
St. Cloud State University	MN : Minnesota	Finance (B.S.)	94	1614
North Dakota State University	ND : North Dakota	Finance (B.S.)	73	2382

**17. What evidence suggests there is interest from prospective students for this program at the university?**

Enrollment in the upper-level finance electives, such as FIN 411 Investments and FIN 420 Student Managed Investment Fund, has been 15-25 students per semester in recent years. This existing student body will serve as a solid base for the proposed program. These electives are voluntarily taken by students who are interested in finance without explicitly fulfilling degree requirements by a major or minor. In fact, given the College of Arts, Humanities and Social Sciences degree requirement, students are generally discouraged from taking credits outside of their major/minor. It is anticipated that most of these students would opt for a major in finance instead of a major in business economics. The Ness School conducted a student interest survey of seniors in their capstone course. Of the 99 participants who completed the survey, 31 students (31%) indicated that, following graduation, they are planning careers in finance, including roles such as retail banking, financial advisor, investments, bank examiner, and finance manager.

## **Enrollment**

### **18. Are students enrolling in this program expected to be new to the university or redirected from existing programs at the university?**

*Include the number of openings, as well as the percentage of growth when possible.*

There will be a mix of new enrollment and redirection from existing programs. New students will be attracted to the program by the state-of-the-art facilities and faculty resources, and the analytical rigor afforded by the curriculum. A significant number of students currently majoring in Business Economics will find themselves eligible to make finance their major, hence transcribing their degree officially and transparently.

### **19. Narrative Description of the preliminary estimates on annual enrollment in this program by year six**

*Include all students within the program, not just those new to the program.*

SDSU expects a total enrollment of 100 students in the first five years (or 20 students per year). The annual number of graduates is expected to be 20-25 after the first six years. As mentioned above in question #17, enrollment in the upper-level finance electives, such as FIN 411 Investments and FIN 420 Student Managed Investment Fund, has been 15-25 students per semester in recent years. This existing student body will serve as a solid base for the proposed program. These electives are voluntarily taken by students who are interested in finance without explicitly fulfilling degree requirements by a major or minor. The ratio of finance majors to overall business majors is 13.5% in the US.[1] With the current enrollment in the Ness School of Management and Economics of 1000-plus students, the estimate of 100 students in the major in finance is both conservative and consistent with national and regional trends. In addition, it is projected that there will be significant interest from students who will be redirected from other programs on campus or, more likely, students recruited from western Minnesota given the proximity to Brookings and the recent change in the SDBOR Reciprocity policy.

[1] College Factual, 2023 Finance and Financial Management Degree Guide, <https://www.collegefactual.com/majors/business-management-marketing-sales/finance-financial-management/>; National Center for Education Statistics (NCES), Bachelor's degrees conferred by postsecondary institutions, by field of study: Selected academic years, 1970-71 through 2021-22, [https://nces.ed.gov/programs/digest/d23/tables/dt23\\_322.10.asp](https://nces.ed.gov/programs/digest/d23/tables/dt23_322.10.asp)