

National American University
Report on the Assessment of Student Learning and Achievement
Business and Applied Management Programs
2010

Applied Management Program Mission

The Applied Management program at National American University confers to students of diverse backgrounds the practical knowledge and expertise in business management theory and practice that is requisite for success in a highly competitive, rapidly changing marketplace. Through a curriculum that is student-centered and practitioner-oriented, the university imparts to students the tools of intellect necessary to become effective decision-makers in their chosen field of business, and encourages students to approach strategic decision-making from within the framework of sound ethical values and a refined sense of social responsibility.

Business Administration Program Mission

The Business Administration program at National American University prepares students of diverse backgrounds for a successful career in a dynamic business environment marked by global competition and rapid technological change. Through a student-centered curriculum infused with active-learning components, the university imparts to students both the knowledge that is vital to career success and the ability to think strategically. By such means, the program imparts to students the tools of intellect necessary to become effective decision-makers in their chosen field of business, and encourages students to approach strategic decision-making from within the framework of sound ethical values and a refined sense of social responsibility.

Learning Goals

Assessment Methods

<p>Graduates of the program will...</p> <p>Demonstrate the ability to apply theory and critical-thinking skills to practical issues and problems that decision-makers in the field of business are likely to encounter.</p> <p>Demonstrate the ability to identify ethical issues in various business situations and articulate a thoughtful position in response to those issues.</p> <p>Prepare for employment responsibilities and continuing education appropriate to their degree level.</p>	<p>The business and applied management programs at NAU use the ETS Major Field Test as an end of program outcomes assessment. It is designed to measure the student's subject knowledge and skills within nine key areas of business: accounting, economics, management, quantitative business analysis, information systems, finance, marketing, the legal/social environment and international issues.</p> <p>The benchmark for this assessment was realized, as NAU business students who completed the exam during the 2009-10 academic year achieved an overall mean score that exceeded the nationwide average.</p> <p>No further action was required.</p>
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<p>Graduates of the program will...</p> <p>Demonstrate the ability to apply theory and critical-thinking skills to practical issues and problems that decision-makers in the field of business are likely to encounter.</p> <p>Demonstrate proficiency in both written and oral communication skills through research papers, business memos, formal letters, written reports, oral presentations, and classroom discussions.</p> <p>Show proficiency in the use of information technology and competence with respect to information literacy.</p>	<p>During their academic program, NAU business students are also assessed on a writing-intensive project. A faculty-designed rubric guides the assessment process and measures 26 dimensions of each student's written project. These dimensions fall within three broad categories that include consideration of how well-researched and organized the project is, how successfully the student applies critical-thinking skills, and how the rules of grammar and writing mechanics are applied in the execution of the project.</p> <p>The benchmark for the writing-intensive project on the project rubric was not realized; 78% of students, rather than 80%, achieved a score of 70% or higher.</p> <p>An online research and writing web site was developed to assist students in successfully completing writing assignments. In addition, the rubric used to assess writing-intensive projects is being evaluated; a revised version will be implemented in Fall 2011.</p>
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<p>effectively analyze and synthesize numerical information with an emphasis in the areas of financial, statistical and quantitative analysis as applied to business.</p> <p>Reflect appropriate leadership traits and teamwork skills during group activities and collaborative projects conducted and/pr initiated by the instructor.</p> <p>Show proficiency in the use of information technology and competence with respect to information literacy.</p> <p>Demonstrate the ability to identify ethical issues in various business situations and articulate a thoughtful position in response to those issues.</p> <p>Prepare for employment responsibilities and continuing education appropriate to their degree level.</p>	
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