DEGREE APPLICATION  
(New or Renewal program)  
Use the <tab> key to advance to the next field, or select a field by clicking the cursor.

Name of Institution  Northwood University  
Main Campus - 4000 Whiting Drive  
Midland, MI 48640  
Indiana Location – Toyota Motor Manufacturing, Indiana  
4000 Tulip Tree Drive Princeton, IN 47670

Program name and  
Suggested CIP Code:  52.0201 Management

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.)  AA

Name of Person Preparing this Form  Tricia M. Mead

Telephone Number  989-837-4187  
Application Type

Date the Form was Prepared  March 27, 2017

(Revise date after any revision)

I. PROGRAM OBJECTIVES: Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives

Northwood University Mission

To develop the future leaders of a global, free-enterprise society.

Common Degree Outcomes

A university education encompasses learning through courses and co-curricular experiences. In totality, these elements allow our graduates to achieve Common Degree Outcomes. As a learning community, we promote the achievement of six outcomes which become competencies our graduates share.

1. Articulate and apply the principles and values of freedom and free-enterprise.
2. Communicate effectively in speech and writing.
3. Demonstrate critical thinking and problem-solving proficiency.
4. Demonstrate foundational knowledge of the functional areas of business.
5. Demonstrate acumen applied to the global business environment.
6. Demonstrate effective leadership and interpersonal skills

The design of the undergraduate curriculum ensures all students have an opportunity to achieve the common outcomes through the required courses in their degree programs. The undergraduate curriculum contains three main components: the General Education Core, the Business Core, and specific program requirements. We use curriculum maps to ensure that all students have an opportunity to achieve the Common Degree Outcomes.
In 2008, the NU chartered a project to create a university-wide assessment plan with the project’s deliverables including curriculum maps. Faculty teams mapped course outcomes to common degree outcomes (General Education and Business Core). In 2010 a faculty team led the process of converting the curriculum to a semester format and also redesigned it to further reinforce the Common Degree Outcomes. This included reviewing and revising prerequisites, required courses, and degree requirements. As individual courses and programs have been adopted in the intervening time, their outcomes have been mapped.

The Business Core Outcomes are comprised of subtopics that map to the Business Core course outcomes. The University adopted these subtopics as a means of operationalizing the Business Core in conjunction with our business specialty accreditation through the Accreditation Council for Business Schools and Programs (ACBSP) which aids in our implementation of best practices in Business Education. To complement the curriculum maps described above, we map the Business Core subtopics to the required Business Core courses (Figure 1.1) as required by the ACBSP. The figure also provides a macro-level view of the amount of coverage for each Business Core Outcome topic area in the respective Business Core Courses.

We require all students to take elective courses in general education, general business, and their respective programs. The elective courses allow students to explore areas of interest and to participate in creative work and discovery of knowledge to complement their programs of study. These courses also reinforce the collection and analysis of information (critical thinking outcome) and communicating data (speech and writing outcome).

Figure 1.1 Hours of instruction (duplicated) of business topics within the required Business Core curriculum

<table>
<thead>
<tr>
<th>Core Courses</th>
<th>Marketing</th>
<th>Finance</th>
<th>Accounting</th>
<th>Mgt.</th>
<th>Law</th>
<th>Economics</th>
<th>Ethics</th>
<th>Global</th>
<th>Integrating Experience</th>
<th>Quantitative/Stats</th>
<th>Leadership</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 2410</td>
<td>2</td>
<td>6</td>
<td>45</td>
<td>1</td>
<td>2</td>
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<td>1</td>
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<tr>
<td>ACC 2415</td>
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<td>45</td>
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<td></td>
</tr>
<tr>
<td>ECN 2210</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>45</td>
<td>3</td>
<td>1</td>
<td>70</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>ECN 2220</td>
<td>6</td>
<td>3</td>
<td>45</td>
<td>9</td>
<td>1</td>
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<tr>
<td>FIN 3010</td>
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<td>45</td>
<td>9</td>
<td>6</td>
<td>6</td>
<td>1.5</td>
<td>3</td>
<td>6</td>
<td>86.5</td>
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</tr>
<tr>
<td>LAW 3000</td>
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<td>3</td>
<td>45</td>
<td>6</td>
<td>6</td>
<td>1</td>
<td></td>
<td>59</td>
<td></td>
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</tr>
<tr>
<td>MGT 2300</td>
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<td>3</td>
<td>1.5</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>58.5</td>
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</tr>
<tr>
<td>MGT 4250</td>
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<td>15</td>
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<td>6</td>
<td>81</td>
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<td>3</td>
<td>15</td>
<td>45</td>
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<tr>
<td>MIS 1050</td>
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<tr>
<td>MKT 2080</td>
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<td>9</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>68</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>MTH 2310</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td>72</td>
<td>72</td>
<td>114</td>
<td>129</td>
<td>62</td>
<td>103.5</td>
<td>34</td>
<td>44.5</td>
<td>65</td>
<td>74</td>
<td>57</td>
<td>827</td>
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</tbody>
</table>

Assessment

Through the Common Degree Outcomes Assessment Plan, we systematically measure students’ attainment of the outcomes. Each semester, the Academic Quality Council evaluates the Common Degree Outcomes assessment data to identify strengths and opportunities for improvement in our students’ achievement of the outcomes.
<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Measures of student learning</th>
<th>Measure Type (S/F,D/I,Int./Ext)</th>
<th>Performance Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Articulate and apply the principles and values of freedom and free-enterprise.</td>
<td>CPC exam: Freedom and Free Enterprise supplementary questions.</td>
<td>S, D, Int</td>
<td>Overall score of ≥ 70%</td>
</tr>
<tr>
<td>2. Communicate effectively in speech and writing.</td>
<td>NU Speech and writing rubrics</td>
<td>S, D, Int,</td>
<td>Speech: At least 80% of students achieve score of at least 15 (“competent”) Writing: At least 80% of students achieve score of at least 12 (“competent”)</td>
</tr>
<tr>
<td>3. Demonstrate critical thinking and problem-solving proficiency.</td>
<td>BCTST-N Critical Thinking Exam</td>
<td>S, D, Ext</td>
<td>X % of students score ≥79 (“moderate”) overall (across all skill areas) (“X” to be set once baseline data obtained)</td>
</tr>
<tr>
<td>4. Demonstrate foundational knowledge of the functional areas of business.</td>
<td>CPC Exam: Overall score</td>
<td>S, D, Ext</td>
<td>Overall score of ≥ 52%.</td>
</tr>
<tr>
<td>5. Demonstrate acumen applied to the global business environment.</td>
<td>CPC Exam: Score for Global Business topic area</td>
<td>S, D, Ext</td>
<td>Score of ≥ 59% on “Global Dimensions of Business” topic area.</td>
</tr>
<tr>
<td>6. Demonstrate effective leadership and interpersonal skills</td>
<td>CPC Exam: Score for Leadership topic area</td>
<td>S, D, Ext</td>
<td>Score of ≥ 51% on “Business Leadership” topic area.</td>
</tr>
</tbody>
</table>

Measurement Type Legend: Formative ⇔ Summative, Direct ⇔ Indirect, Internal ⇔ External

Program Specific Mission and Outcomes
BBA, AA Management, Applied Management

Program Mission:

The mission of the management and applied management program is to provide personal and intellectual development of students to include an innovative management philosophy, encompassing problem-solving/decision-making skills with a diverse and global perspective who have experienced practical business applications are ready to function effectively in managerial positions and/or manage their own businesses.

Outcomes:

1. Integrate contemporary management perspectives, practices, and tools in developing business plans, identifying and solving problems, making decisions, and developing and analyzing business strategy in the global marketplace.
2. Demonstrate effective leadership and networking skills within group activities/organizations.

Use of curriculum maps enables faculty to ensure that each student has an opportunity to achieve program specific outcomes as well. As subject matter experts, out faculty have mapped each course outcome to the applicable common outcomes (General Education and Business Core) and respective program outcomes, as appropriate. This mapping process continues to take place as courses are added or deleted through the Curriculum Process as well as on a five-year comprehensive review cycle.

Assessment

10/15/2015
Through the Management Assessment Plan, we systematically measure students’ attainment of the outcomes. Academic Quality Council evaluates the Common Degree Outcomes assessment data to identify strengths and opportunities for improvement in our students’ achievement of the outcomes.

<table>
<thead>
<tr>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrate contemporary management perspectives, practices, and tools in</td>
</tr>
<tr>
<td>developing business plans, identifying and solving problems, making</td>
</tr>
<tr>
<td>decisions, and developing and analyzing business strategy in the</td>
</tr>
<tr>
<td>global marketplace.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Measures of student learning</th>
<th>Measure Type (S/F:D/I,Int./Ext)</th>
<th>Performance Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPC exam – various management components</td>
<td>S, D, Ext</td>
<td>Score of ≥58 % on the Management, ≥59% Global Dimension of Business, ≥54% Business Integration and Strategic Management components.</td>
</tr>
<tr>
<td>Senior Survey</td>
<td>S, I, Int</td>
<td>80% of students will “strongly agree” or “agree” with items on Senior Survey</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate effective leadership and networking skills within group</td>
</tr>
<tr>
<td>activities/organizations.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Measures of student learning</th>
<th>Measure Type (S/F:D/I,Int./Ext)</th>
<th>Performance Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPC exam – Business Leadership topic area</td>
<td>S, D, Ext</td>
<td>Score of ≥51% on “Business Leadership” topic area. 80% of students will “strongly agree” or “agree” with leadership items on Senior Survey</td>
</tr>
<tr>
<td>Senior Survey</td>
<td>S, I, Int</td>
<td></td>
</tr>
</tbody>
</table>

**Measurement Type Legend:** Formative ↔ Summative, Direct ↔ Indirect, Internal ↔ External
II. **PROGRAM STRUCTURE**: List all courses in the program. Indicate course name, course number, and number of credit hours or clock hours for each course.

Name of Program: Associates of Arts - Management

Total Course Hours: 60 Semester Hours

Check One: Quarter Hours _____

Semester Hours X

Clock Hours _____

Tuition: See below:  Length of Program: 2 Year

**INDIANA OUTREACH**

Night/Weekend Courses

$ 435 Per Credit Hour $ 1,305 Per Course

Corporate Partner

$ 275 Per Credit Hour $ 825 Per Course

Qualified Veterans and Dependents

$ 300 Per Credit Hour $ 900 Per Course

Uniformed Service Member-Night/Weekend

*(Active Duty, Reserve, National Guard)*

$ 220 Per Credit Hour $ 660 Per Course

**DISTANCE EDUCATION**

Online Courses

$ 435 Per Credit Hour $ 1,305 Per Course

Uniformed Service Member-Online Courses

*(Active Duty, Reserve, National Guard)*

$ 250 Per Credit Hour $ 750 Per Course

**ADMINISTRATION FEES**

Application $ 30

Graduation $ 80

Transcript $ 5

Prior Learning Portfolio $ 1,750

Prior Learning Portfolio Class $ 435

**Specialty Courses:**

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Course Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 2300</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 2080</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ACC 2410</td>
<td>Fundamentals of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC 2415</td>
<td>Fundamentals of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>LAW 3000</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Open Electives 200/2000 level or above</td>
<td>15</td>
</tr>
</tbody>
</table>

10/15/2015
**General Education/Liberal Arts Courses:**

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Course Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 1150</td>
<td>Composition I</td>
<td>3</td>
</tr>
<tr>
<td>MTH 1100</td>
<td>Finite Math OR</td>
<td></td>
</tr>
<tr>
<td>MTH 1150</td>
<td>College Algebra</td>
<td>3</td>
</tr>
<tr>
<td>ECN 2210</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FDN 1100</td>
<td>First Year Seminar I</td>
<td>1</td>
</tr>
<tr>
<td>ENC 2220</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FDN 1200</td>
<td>First Year Seminar II</td>
<td>1</td>
</tr>
<tr>
<td>SPC 2050</td>
<td>Speech</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>One course from the following subject areas: ECN, ENG, HIS, HUM, NSC, PHL, PSY, SOC, PSC, MTH</td>
<td>3</td>
</tr>
<tr>
<td>PHL 4100</td>
<td>Philosophy of American Enterprise</td>
<td>3</td>
</tr>
<tr>
<td>ENG 1200</td>
<td>Composition II</td>
<td>3</td>
</tr>
<tr>
<td>MIS 1500</td>
<td>Business Productivity Software</td>
<td>3</td>
</tr>
<tr>
<td>FDN 3100</td>
<td>Career Development</td>
<td>1</td>
</tr>
</tbody>
</table>

Number of Credit/Clock Hrs. in Specialty Courses: 30 / 60 Percentage: 50%

Number of Credit/Clock Hrs. in General Courses: 30 / 60 Percentage: 50%

If applicable:
Number of Credit/Clock Hrs. in Liberal Arts: / Percentage:
III. LIBRARY: Please provide information pertaining to the library located in your institution.

1. Location of library; Hours of student access; Part-time, full-time librarian/staff:

   Strosacker Library is on NU Midland campus with 2 full-time librarians, 2 full-time staff, 2 part-time staff, and 15 student workers.
   The on campus library is open Monday-Thursday: 8am-Midnight, Friday: 8am-5pm, Saturday 12pm-6pm and Sunday 2pm-Midnight
   When the library is open there is a staff member available for all Northwood students including all students at off campus locations via phone or email support.
   Additionally, for students that are located at off campus sites, Northwood offers all students access to the ADP library via the internet and their personal my.northwood.edu account. This service is available 24 hours a day, 7 days per week, and 365 days per year. Northwood also provides an “Ask a Librarian” link where a student can email questions anytime.

2. Number of volumes of professional material:

   Northwood’s library on the main campus in Midland, MI has over 30,000 books available for students to use. Northwood students at all ADP locations have the option to request books from the Northwood library as well as the option to directly utilize WorldCat which is the world’s largest network of library content and services. ([www.worldcat.org](http://www.worldcat.org))

3. Number of professional periodicals subscribed to:

   Northwood University offers thousands of professional periodicals through our online ADP library databases. All Northwood students have online access to 35 databases available 24/7 by 365 days per year. Additionally, all Northwood students have a full subscription to the Wall Street Journal online.

4. Other library facilities in close geographical proximity for student access:

   Fort Branch Public Library
   Public Library
   Fort Branch, IN
   (812) 753-4212

   Knox County Public Library
   Public Library
   Vincennes, IN
   (812) 886-4380
Central Library
Public Library
Evansville, IN
(812) 428-8200

Chandler Library
Public Library
Chandler, IN
(812) 925-7179

Owensville Public Library
Public Library
Owensville, IN
(812) 724-3335

Boonville-Warrick County Public Library
Public Library
Boonville, IN
(812) 897-1500

Township Public Library
Public Library
Oakland City, IN
(812) 749-3559

Alexandrian Public Library
Public Library
Mt Vernon, IN
(812) 838-3286

Pike County Public Library - Barrett Memorial
Public Library
Petersburg, IN
(812) 354-6257

Carnegie Public Library
Public Library
Poseyville, IN
(812) 874-3418

Lincoln Heritage Public Library
Public Library
Dale, IN
(812) 937-7170
IV. **FACULTY**: Attach completed Instructor’s Qualification Record for each instructor. **Include** all required documentation pertaining to the qualifications of each instructor.

| Total # of Faculty in the Program: | 133 | Full-time: | 4 | Part-time: | 129 |

**Fill out form below**: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)

<table>
<thead>
<tr>
<th>List Faculty Names (Alphabetical Order)</th>
<th>Degree or Diploma Earned</th>
<th># Years of Working Experience in Specialty</th>
<th># Years Teaching at Your School</th>
<th># Years Teaching at Other</th>
<th>Check one:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Full-time</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Part-time</td>
</tr>
</tbody>
</table>

See Spreadsheet on drive

10/15/2015
Institution: Northwood University
Degree Program: Associate of Arts – Management
Locations: Toyota Motor Manufacturing 4000 Tulip Tree Drive Princeton, IN 47670

State Licensure
Does a graduate of this program need to be licensed by the State to practice their profession in Indiana and if so, will this program prepare them for licensure? **No**

If so, please identify
The specific license(s) needed:
The State agency issuing the license(s):

------------------------------------------

Professional Certification
What are the professional certifications that exist for graduates of similar program(s)? **Not applicable**

Will a graduate of this program be prepared to obtain national professional certification(s) in order to find employment, or to have substantially better prospects for employment, in a related job in Indiana?

If so, please identify
Each specific professional certification:
The national organization issuing each certification:

Please explain the rational for choosing each professional certification:

Please identify the single course or a sequence of courses that lead to each professional certification:

------------------------------------------

Professional Industry Standards/Best Practices
Does the program curriculum incorporate professional industry standard(s) and/or best practice(s)? **Not Applicable**

If so, please identify
The specific professional industry standard(s) and/or best practice(s):
The organization or agency, from which the professional industry standard(s) and/or best practice(s) emanate:
**Program Accreditation**
Does this program need specialized accreditation in order for a graduate to become licensed by the State or to earn a national professional certification, so graduates of this program can work in their profession or have substantially better prospects for employment?

Not applicable

If so, please identify the specialized accrediting agency:

**Transferability of Associate of Science Degrees**
Since CHE/BPE policy reserves the Associate of Science designation for associate degrees whose credits apply toward meeting the requirements of a related baccalaureate degree, please answer the following questions:

Does a graduate of this A.S. degree program have the option to apply all or almost all of the credits to a related baccalaureate degree at your institution?

If so, please list the baccalaureate degree(s):

The Bachelor of Business Administration with Management major is designed to articulate with many Associate of Science degree programs. The option to transfer all or most A.S. is likely in the majority of cases. Transfer credit is dependent on the coursework required within the A.S. degree program.

**Job Titles**
List specific job titles and broad job categories that would be appropriate for a graduate of this program:

Administrative Assistant
Accounting Clerk or Bookkeeper
Office Manager
Customer Service Representative
Sales Associate
Receptionist
Property Manager
Maintenance Supervisor
Account Manager
Insurance Sales Agent
Advertising Sales Agent
Human Resources Assistant/Benefits Coordinator
Loan Officer
Manufacturing Sales Representative
Purchasing Agent