

# B.S. Applied Management



Our information society is evolving quickly, and that's fueling a tremendous need for experts in instructional technology, training and evaluation (ITTE) in business, government and educational sectors. Careers that harness technology to maximize human performance and productivity are among the fastest growing occupations in the United States. Our online bachelor's degree completion program provides you with occupationally relevant skills and knowledge in instructional design training, learning media development, human performance technology and assessment and evaluation. Our program is designed for students or professionals holding Associate of Applied Science (A.A.S.), Associate of Arts (A.A.) and Associate of Science (A.S.) degrees in disciplines directly related to the program's emphasis, including computer software development, graphic design, management or web development. Whether you are currently working or just finishing your degree, our BSAM-ITTE program prepares you for a range of positions designing, using and evaluating instruction delivered via computer technology.

## Admission Requirements

- An associate degree (A.A.S., A.A., A.S.) from an Illinois community college.
- A college GPA or 2.0 or higher.
- Advisory: Twelve hours combined in these areas (Computer Technology, Communications, Media Technology and Psychology).

Don't quite meet those requirements?

- Hold an A.A. or A.S. or other college credits? You can appeal for admission with 29 to 60 college credit hours earned.
- Up to 30 hours of proficiency credit is available (subject to review) based on your career accreditations, professional skills and experiences.

## Why Choose the NIU BSAM-ITTE Degree?

- Quality, affordable education from a leading public university.
- The chance to bridge directly from an A.A.S., A.A. or A.S. degree to a B.S. with prior learning credit for the relevant technical knowledge and skills you have developed.
- Award-winning online instruction.
- Hands-on experience with a variety of instructional technologies and real-world case studies.

## Real-world Learning

The NIU College of Education embeds diverse, real-world learning opportunities in its programs.

- You will participate in either an internship or portfolio development to gain valuable hands-on experience in the working world and boost your potential for future employment.
- You'll also enjoy hands-on experience through a variety of instructional technologies and real-world case studies.



NORTHERN ILLINOIS UNIVERSITY

College of Education

# Innovative Experiences

NIU is the state's largest public university producer of Educational Technology graduates, and our BSAM-ITTE is designed with adult learners like you in mind. You can choose your format: online with some synchronous online meetings, or in a blended format that combines online sessions with face-to-face classes at our regional campus. You're also learning online from the best: Our faculty-designed online graduate courses received *U.S. News & World Report* and Blackboard Exemplary Course Program distinction for several consecutive years. Our program entails 40 specific upper-division credit hours in addition to your general education requirements. You can complete these upper-division courses in as little as two-and-a-half years, depending on how many courses you take each semester.

College of Education,  
Department of Educational Technology,  
Research and Assessment  
Judy Puskar, Program Advisor  
Gabel Hall 208  
Phone: 815-753-6058  
Email: [jpuskar@niu.edu](mailto:jpuskar@niu.edu)

[cedu.niu.edu/etra](http://cedu.niu.edu/etra)



## Coursework

You must take 40 hours of specific degree coursework at the 300 and 400 levels. Additional prerequisites are required in the area of Computer Technology, Communications, Media Technology and Psychology.

### Core Requirements (21 credits)

ACCY 288	Fundamentals of Accounting	(3)
ETR 340	Survey Methods for Training and Evaluation	(3)
ETR 431	Program/Performance Evaluation	(3)
ETT 311	Instructional Media Literacy, Prototyping and Publication	(3)
ETT 329	Learning in the Digital Age	(3)
ETT 464	Human Performance Technology	(3)
ETT 490	Workshop in Instructional Technology	(1-3)

Students must take 3 semester hours in this course.

### ITTE Emphasis

ETT 450	Data Analysis for Design and Evaluation	(3)
ETR 492	Special Topics in Research and Assessment	(1-3)

Students must take 3 semester hours in this course.

or

ETR 497	Independent Research in Research and Assessment	(1-3)
---------	---	-------

Students must take 3 semester hours in this course.

ETRA 490	Professional Portfolio Assessment	(1)
ETT 310	Instructional Design Models, Strategies and Tactics	(3)
ETT 448	Instructional Architecture for Learning Applications	(3)

ETT 459 Learner-Centered Educational Courseware Development (1-3)

Students must take 3 semester hours in this course.

or

ETT 497 Independent Study in Instructional Technology (1-3)

Students must take 3 semester hours in this course.

## Careers in ITTE

- Computer Software Development
- Graphic Design
- Website Design and Development
- Library and Information Studies
- Digital Media
- Business Management
- Computer Information Systems
- Administrative Office Management
- Marketing Management

## Going Online

You will need regular access to a computer that meets certain minimum requirements to successfully complete online coursework.

Visit [go.niu.edu/onlinelearning](http://go.niu.edu/onlinelearning) for a checklist of minimum computer requirements, a browser test to see whether your computer will work and an online course readiness survey/sample online lesson to learn if online courses are a good fit for you.



Northern Illinois  
University