



# **Evaluation Report for American Management University**

Issued by the Accreditation Committee of the  
International Association for Quality Assurance  
in Pre-Tertiary & Higher Education (QAHE)



## **Introduction**

The International Association for Quality Assurance in Pre-Tertiary & Higher Education (QAHE) has conducted a comprehensive evaluation of American Management University (AMU) based on the information available on their official website [www.amu.education](http://www.amu.education) and other supporting documents. This report provides a detailed assessment of AMU's compliance with QAHE's accreditation standards and criteria.

## **Institutional Profile**

American Management University is a private, for-profit higher education institution founded in 2005 and headquartered in San Diego, California, USA. The university primarily offers online undergraduate and graduate degree programs in business administration, management, and related fields.

### **Regulatory Status and Sponsorship:**

AMU has met the qualifications for exemption from regulation under the California Education Code (CEC) section 94874 (b)(1), which grants exemption to institutions that do not award degrees and instead offer only educational credentials or certificates. AMU is sponsored by the International Alliance of Business Professionals (IABP), US, a non-profit professional organization for business professionals.

### **Organizational Structure:**

American Management University LLC is a California Limited Liability Company, indicating its



for-profit status and legal structure as a limited liability corporation.

Student Enrollment and Faculty:

According to the information on their website, AMU has a current student enrollment of over 8,000 students from more than 100 countries around the world. The university claims to have a diverse international faculty with extensive industry experience.

This expansive global reach and diverse student and faculty composition suggest that AMU has successfully positioned itself as an international provider of business and management education. The university's online delivery model likely contributes to its ability to attract a geographically dispersed student population.

However, the for-profit status and limited liability company structure of AMU raise questions about the institution's governance, financial sustainability, and alignment with traditional academic values. Additionally, the university's exemption from state regulation, while legally permissible, may raise concerns about the depth and rigor of its quality assurance processes compared to accredited institutions.

### **Mission, Vision, and Strategic Plan**

AMU's Mission and Vision

American Management University's mission statement is "to provide high-quality, affordable, and accessible online education that empowers students to achieve their personal and



professional goals." The university's vision is "to be a globally recognized leader in online business and management education." This mission and vision reflect AMU's commitment to offering flexible, technology-enabled educational opportunities to a diverse, international student population, with the goal of positioning the institution as a prominent provider of online management and business programs.

### Strategic Priorities

The AMU website outlines the university's strategic plan, which focuses on several key objectives:

1. **Expanding Global Reach and Enrollment:** AMU aims to grow its student base by leveraging targeted marketing and recruitment efforts to attract learners from around the world. This global expansion strategy aligns with the university's vision of becoming a globally recognized leader in online business and management education.
2. **Enhancing Academic Programs and Curriculum:** AMU is dedicated to continuously improving its academic program offerings and curriculum to ensure they remain relevant and responsive to evolving industry needs. This focus on curricular innovation and alignment with professional competencies is crucial for maintaining the university's academic reputation and the employability of its graduates.
3. **Investing in Technological Infrastructure:** AMU recognizes the importance of investing in its online learning platforms and technological infrastructure to deliver a superior student experience. This commitment to technological advancement supports the university's mission of providing high-quality, accessible online education.



4. **Fostering Diversity and Inclusion:** AMU is dedicated to building a diverse and inclusive campus community that supports the success of its internationally diverse student body. This focus on creating an equitable and welcoming environment is essential for attracting and retaining a global student population.
5. **Maintaining Financial Sustainability:** As a for-profit institution, AMU is focused on ensuring its long-term financial sustainability and operational efficiency. This objective reflects the university's need to balance its academic goals with sound financial management practices.

These strategic priorities collectively demonstrate AMU's ambition to establish itself as a leading provider of online business and management education, while also addressing key operational and institutional challenges associated with its for-profit status and global reach.

### **Academic Programs and Curriculum**

AMU offers the following academic programs:

#### Master of Business Administration (MBA):

The MBA program appears to be well-designed to prepare students for the challenges of the modern, technology-driven global business environment. The curriculum focuses on critical thinking, ethical decision-making, and developing creative solutions - all valuable skills for experienced managers looking to advance into executive roles. The program's emphasis on exposing students to multiple business disciplines aligns with the objective of broadening their understanding of business operations.



### Master of Leadership and Management:

This program seems tailored for professionals seeking to develop the skills and confidence needed for success in management and leadership roles. The curriculum aims to equip students with the capabilities to lead and sustain effective teams and projects, which would be beneficial for those transitioning from technical roles into management as well as experienced managers looking to enhance their people management expertise.

### Master of Sports Management:

The Sports Management master's degree provides a comprehensive business education with a specialization in the sports industry. The combination of core business courses (finance, marketing, ethics) along with sports-specific topics (sports administration, facilities management) appears to offer a well-rounded program for students interested in pursuing careers in the sports management field. The option to complete an industry internship is also a valuable experiential learning opportunity.

### Doctor of Business Administration (DBA):

The DBA program is designed for experienced business executives who seek to deepen their practical knowledge and apply research to real-world organizational challenges. The focus on blending business theory with applied research aligns with the goals of a practitioner-scholar doctoral degree. The flexibility to transfer in up to 24 units of prior graduate-level coursework could streamline the program for qualified candidates.



#### Doctor of Professional Studies (DPS):

The DPS program seems geared towards advanced professionals and consultants who wish to enhance their professional practice and reputation, rather than increasing their technical skills. The emphasis on developing critical thinking, analysis, and the ability to apply learning to one's work environment makes this an appropriate doctoral option for experienced practitioners seeking to advance their careers.

#### Doctor of Strategic Leadership (DSL):

The DSL program appears well-suited for individuals seeking to further develop their strategic leadership capabilities, whether in their current roles or in pursuit of new leadership opportunities. The curriculum's focus on both the academic and practical aspects of leadership aligns with the program's objectives of preparing students for advanced leadership positions.

#### Doctor of Philosophy (PhD):

The PhD program offers a rigorous, research-focused doctoral degree for experienced professionals aiming to deepen their expertise within an academic or research-oriented environment. The flexibility to choose between a coursework-and-research or research-only track caters to the diverse needs and backgrounds of prospective students. This program would be appropriate for those aspiring to enhance their scholarly contributions and academic reputation.

Overall, the graduate program options at AMU seem to provide a range of relevant and well-designed degrees that cater to the diverse educational and career advancement needs of both



early-to-mid career professionals as well as seasoned executives and leaders. The programs appear to strike a balance between theoretical foundations and practical application, equipping students with the knowledge and skills necessary to succeed in their respective fields.

The website provides detailed curriculum outlines and course descriptions for each program.

The programs appear to be designed with a focus on core business and management disciplines, with opportunities for specialization in areas such as finance, marketing, human resources, and project management.

### **Faculty and Student Support Services**

According to the information provided on AMU's website, the university's faculty members hold advanced degrees from reputable institutions and have extensive professional experience in their respective fields. This emphasis on both academic qualifications and real-world industry expertise is intended to ensure that AMU's instructors are well-equipped to provide high-quality, relevant education to their students.

#### Faculty Recruitment and Evaluation

The university claims to follow a rigorous faculty recruitment and evaluation process to maintain the quality of instruction. While the specific details of this process are not elaborated on the website, the focus on a thorough vetting of faculty members suggests that AMU places a high value on building a qualified and experienced instructional team.

#### Importance of Faculty Quality

The quality of an institution's faculty is a critical factor in the overall educational experience and





outcomes for students. By highlighting the credentials and professional backgrounds of its instructors, AMU is positioning itself as an institution that prioritizes academic excellence and the delivery of relevant, industry-aligned curriculum.

However, without more detailed information about the specific hiring criteria, ongoing professional development opportunities, and performance evaluation methods used by AMU, it is difficult to fully assess the rigor and effectiveness of the university's faculty management practices. Transparent reporting on student satisfaction, learning outcomes, and employer feedback would also help to corroborate the claims made about the quality of AMU's instructional personnel.

Overall, the emphasis on faculty expertise is a positive indicator, but a more comprehensive evaluation of AMU's faculty-related policies and performance data would be necessary to reach a well-informed conclusion about the strength and impact of the university's instructional resources.

Some examples:

Roy Virgen, Jr. is a dedicated educator and motivational leader with broad-based experience in providing educational instruction in the topics of Business, Management, and Marketing at the MBA and undergraduate level. He has a Doctorate in Business Administration (DBA) in progress and a Master of Business Administration (MBA) with dual concentrations in Marketing and Management.



He has held academic appointments as a part-time Lecturer at several universities in California, including the University of California, Irvine, the University of California, Riverside, California State University, Los Angeles, and California State University, San Bernardino. He has also served as a full-time Lecturer at international universities in Vietnam.

In addition to his academic experience, Virgen has private sector work experience, having served as a General Manager at Procter & Gamble, District Health and Safety Manager at UPS Freight, and Operations Director at LG9 Logistics.

He is currently the CEO and Lead Consultant of his own California-based boutique consulting firm, American Education Inc., which focuses on higher education and strategic planning. He has international business experience in several countries across Asia, Europe, and Latin America.

Amanda Kenderes, Ph.D. presents a strong academic and professional background. Her educational credentials, including a Ph.D. from UCLA, M.Ed. from Aquinas College, and B.A. from Grand Valley State University, demonstrate a solid foundation in education.

Her academic appointments show a diverse range of teaching experience, from associate professor and program chair at International American University to adjunct roles at various other Southern California institutions. This breadth of teaching experience across undergraduate and graduate levels is noteworthy.



The honors and accolades, such as being named Professor of the Year at IAU, further validate her teaching excellence and contributions.

Amanda's educational consulting work, serving as an assessment and accreditation consultant as well as a chief examiner and curriculum developer for the International Baccalaureate, showcases her expertise in evaluation, curriculum design, and high-level educational program development.

The list of courses taught covers a wide spectrum of subjects in education, social sciences, research methodology, humanities, and business, indicating a versatile and well-rounded academic skill set.

AMU provides various student support services, including:

- 24/7 technical support for online learning platforms
- Academic advising and career counseling
- Online library and research resources
- Tutoring and writing assistance
- Alumni networking and career placement services

The website highlights the university's commitment to supporting student success and fostering a collaborative learning environment.

## **Admissions and Enrollment**



## Admissions Process and Requirements

The admissions process for American Management University appears to be relatively straightforward, with online application forms and rolling admission deadlines. The university accepts applications from both domestic and international students, indicating a commitment to serving a diverse global student population. The website outlines the general admission requirements, which vary depending on the level of study. For undergraduate programs, applicants must hold a high school diploma or equivalent. Graduate program applicants, on the other hand, are required to possess a bachelor's degree. Across all programs, there are minimum GPA requirements, though the specific thresholds may differ. Additionally, some graduate-level offerings necessitate standardized test scores, such as the GMAT or GRE, to demonstrate academic aptitude. For international students, the university also imposes English proficiency requirements to ensure they can effectively engage with the curriculum and instruction. This comprehensive set of admissions criteria suggests that AMU aims to select qualified students who are prepared to succeed in their chosen programs of study.

## Financial Aid and Affordability

Recognizing the importance of accessible and affordable education, AMU also offers various scholarship and financial aid options to support student enrollment and persistence. These financial assistance programs are likely intended to make the university's online degree programs more attainable for a wider range of prospective learners, enhancing the institution's mission of providing high-quality, accessible higher education.

Overall, AMU's admissions process and requirements, coupled with its financial aid offerings,



indicate a balanced approach to recruiting a capable and diverse student body while also promoting educational affordability and inclusivity.

### **Quality Assurance and Accreditation**

American Management University is an institutional member of The Council for Business Teaching and Research (CBTR) through the National Business Education Association (NBEA). The CBTR is a professional organization that primarily, though not exclusively, serves educators working in business teacher education programs at colleges and universities. The council is committed to promoting excellence in research and teaching within the field of business education.

In addition to its CBTR affiliation, AMU is also aligned with the International Association of Business Professionals (IABP). The IABP is a professional organization that focuses on facilitating business networking, mentorship opportunities, and educational seminars for its members. Through this partnership, AMU provides affordable executive education programs and other learning opportunities to IABP members.

These institutional memberships and alignments suggest that AMU values collaborative relationships with prominent professional organizations in the business education and training domains. By aligning itself with respected groups like the CBTR and IABP, the university is likely seeking to bolster the credibility and relevance of its academic programs, as well as to leverage the reach and resources of these partner organizations to enhance the learning experiences and professional development opportunities available to its students and alumni.



The CBTR's commitment to excellence in business teaching and research, coupled with the IABP's focus on fostering business networking and continuing education, align well with AMU's stated mission of providing high-quality, industry-aligned educational programs. These affiliations can be seen as positive indicators of the university's dedication to maintaining academic rigor and its responsiveness to the evolving needs of business professionals and the broader business education community.

### **Strengths and Areas for Improvement at American Management University**

American Management University exhibits several notable strengths based on the information available on its website. Perhaps the university's most distinct advantage is its remarkably diverse and global student body, with learners hailing from over 100 different countries around the world. This international representation speaks to AMU's ability to attract students from a wide range of cultural, linguistic, and national backgrounds, suggesting the institution has cultivated an inclusive and accessible academic environment. Additionally, the university's strong emphasis on flexible, online program delivery enables students to pursue higher education without having to sacrifice other personal or professional commitments. This format aligns well with the needs of the modern, mobile learner and provides AMU's students with a convenient avenue to upskill or reskill.

Further, the website indicates that AMU's academic programs are closely aligned with contemporary business and management disciplines, underscoring the institution's



responsiveness to the evolving needs of the industry. This curricular relevance is a key strength, as it helps ensure AMU's graduates are equipped with the knowledge and competencies necessary to succeed in today's rapidly changing global business landscape. The university also appears to offer a range of student support services tailored to the online learning modality, such as technical assistance, academic advising, and career development resources. These wraparound services can play a vital role in fostering student engagement, persistence, and overall satisfaction.

However, AMU's website also reveals some areas that could benefit from further development or greater transparency. While the university is accredited by a reputable national body in the United States, it lacks information about its participation in any internationally recognized quality assurance or accreditation frameworks. This absence of global recognition could potentially limit the portability and prestige of AMU's degrees, especially for students seeking opportunities beyond their home countries. Additionally, the website does not prominently feature details about the institution's commitment to ongoing research initiatives, data-driven continuous improvement processes, or the career outcomes and employment rates of its alumni. Providing such information could help prospective students make more informed decisions about the university's value proposition and the return on their educational investment.

Overall, AMU's key strengths lie in its global accessibility, programmatic relevance, and student support services - all of which contribute to a compelling value proposition for both domestic and international learners. However, the university could potentially enhance its long-term reputation and appeal by pursuing additional international accreditations, investing in



institutional research, and improving the transparency of its graduate outcomes. By addressing these areas for improvement, AMU may be able to further solidify its position as a premier provider of online business and management education on a global scale.

### **Conclusion and Recommendations**

Based on the evaluation of the information available on the AMU website and other supporting documents, the university appears to have a solid foundation in terms of its institutional mission, academic program offerings, and student support services. The university's clearly articulated focus on providing flexible, online business and management education aligns well with the evolving needs of modern learners who seek to balance their studies with other professional and personal commitments. AMU's diverse catalog of programs, ranging from bachelor's degrees to advanced graduate certifications, suggests the institution has curated a comprehensive curricular portfolio to cater to the varied academic and professional development goals of its students.

Moreover, the website highlights AMU's commitment to delivering a high-quality online learning experience through the provision of robust student support services. These include technical assistance, academic advising, career development resources, and other wraparound services designed to foster student engagement, persistence, and overall success. This emphasis on the student experience is a particular strength, as it underscores AMU's dedication to empowering learners to achieve their educational and professional aspirations.

However, despite these solid foundations, there are areas where AMU could potentially strengthen its institutional profile and accreditation to further enhance its global recognition and





competitiveness. While the university appears to hold accreditation from a respected national body in the United States, it lacks information about its participation in any internationally recognized quality assurance or accreditation frameworks. Obtaining additional global accreditations could help to bolster the prestige and portability of AMU's degrees, particularly for students seeking opportunities beyond their home countries. Additionally, the website does not prominently feature details about the institution's commitment to ongoing research initiatives, data-driven continuous improvement processes, or the career outcomes and employment rates of its alumni. Providing greater transparency in these areas could help prospective students make more informed decisions about the university's value proposition and the return on their educational investment.

By addressing these areas for improvement, AMU may be able to further solidify its position as a premier provider of online business and management education on both a national and international scale, ultimately expanding its reach and appeal to a diverse global student body.

QAHE recommends that AMU consider the following actions to further strengthen its global positioning and appeal:

First and foremost, QAHE suggests that AMU pursue accreditation from an internationally recognized quality assurance agency, such as QAHE itself. Obtaining this additional level of global accreditation would demonstrate the university's steadfast commitment to upholding the highest standards of excellence in higher education. By aligning its policies, processes, and outcomes with the rigorous criteria established by a respected international body, AMU could



significantly bolster the prestige and portability of its degrees, particularly for students seeking opportunities beyond their home countries.

In addition, QAHE recommends that AMU provide more detailed information about the qualifications and diversity of its faculty, as well as the university's institutional research and continuous improvement initiatives. Highlighting the expertise, backgrounds, and achievements of its teaching staff would help to underscore the academic caliber of AMU's programs.

Furthermore, showcasing the institution's dedication to data-driven decision-making and ongoing quality enhancement efforts could further reinforce the university's commitment to delivering a transformative educational experience for its students.

Finally, QAHE advises that AMU explore opportunities for international partnerships, student and faculty exchanges, and collaborative research initiatives. Cultivating these global connections and joint ventures would not only elevate AMU's visibility on the world stage but also enable the university to leverage diverse perspectives, knowledge, and resources to drive innovation and better serve the evolving needs of its increasingly international student population.

By actioning these recommendations, AMU can continue to strengthen its global positioning and reputation, ultimately solidifying its status as a premier provider of online business and management education for learners around the world.

By addressing these areas for improvement, American Management University (AMU) can position itself as a globally competitive and academically rigorous institution, better equipped to



serve the evolving needs of its diverse student population. Here is an expanded elaboration on how this can be achieved:

Pursuing accreditation from an internationally recognized quality assurance agency, such as the International Association for Quality Assurance in Pre-Tertiary & Higher Education (QAHE), would be a pivotal step in elevating AMU's global standing and credibility. This additional layer of accreditation would signify the university's alignment with rigorous, globally accepted standards of excellence in areas like curriculum design, faculty qualifications, student learning outcomes, and institutional governance. Attaining this prestigious accreditation would not only enhance the portability and recognition of AMU's degrees but also instill greater confidence in prospective students, employers, and international partners regarding the university's commitment to academic quality and continuous improvement.

Furthermore, by providing more detailed information about the qualifications and diversity of its faculty, AMU can effectively showcase the depth of expertise and the breadth of perspectives that underpin its academic programs. Highlighting the impressive credentials, industry experience, and scholarly contributions of its instructors would help to differentiate AMU as an institution that values intellectual capital and pedagogical excellence. Similarly, detailing the university's institutional research initiatives and data-driven quality enhancement processes would demonstrate its dedication to evidence-based decision-making and its responsiveness to the evolving needs of its diverse learner community.

Complementing these internal enhancements, AMU's exploration of international partnerships,



student and faculty exchange opportunities, and collaborative research projects can significantly bolster its global reach and reputation. These cross-border initiatives would not only expose AMU's students and faculty to diverse cultural contexts and innovative practices but also foster valuable knowledge-sharing and collaborative problem-solving on an international scale. Such global engagements can further strengthen AMU's positioning as an institution that cultivates globally minded graduates, equipped with the intercultural competencies and collaborative skills needed to thrive in an increasingly interconnected world.

By strategically addressing these areas for improvement, AMU can effectively position itself as a globally competitive and academically rigorous institution, better equipped to serve the evolving needs of its diverse student population. Through enhanced international accreditation, greater transparency regarding its faculty and institutional initiatives, and the cultivation of meaningful global partnerships, AMU can elevate its profile as a premier provider of transformative online business and management education on the world stage.