BACHELOR OF ARTS IN HEALTHCARE MANAGEMENT

Concentrations: Communications • Global Healthcare Perspectives

Southern New Hampshire University's College for America programs provide **affordable, flexible and achievable** paths to an accredited degree you can be proud of. This **competency-based education** program allows you to master specific skills through projects as quickly or slowly as you need — saving you time and money. With 24/7 online access and no classes or exams, you can earn your degree on your schedule.

Our Bachelor of Arts in Healthcare Management is designed to provide you with knowledge and skills that help increase your career opportunities — so you can leverage your education for workplace advancement and personal growth.

💼 Career Outlook

Drawing upon insights from workforce and industry leaders, the degree is designed to support you in developing the competencies needed to advance your career. The BA in Healthcare Management was created in alignment with Association of University Programs in Health Administration (AUPHA) Bodies of Knowledge to ensure that the knowledge, skills and abilities mastered in the program are directly relevant to careers in healthcare.

With your healthcare management degree, you can thrive in a variety of careers, including:

- Community health
- Healthcare administration
- Medical office management

- Health communications
- Patient services
- Record management

The Bachelor of Arts in Healthcare Management is also the first step toward management-level positions. When you choose a concentration in communications or global healthcare perspectives, you'll gain specialized knowledge and skills to help get you ahead in your career.

📝 What You'll Learn

SNHU's College for America curriculum is made up of real world projects that count toward skills-based "goals."
The Bachelor of Arts in Healthcare Management consists of 20 goals, 3 of which make up your concentration.* Each goal aligns with a traditional degree course and equates to 3 college credits. The healthcare management degree goals include:

Team Dynamics: Learn about the theory and practice behind building successful teams. Explore ways to build interpersonal relationships while collaborating with stakeholders.

Know Your Audience: Learn how to create and direct messages toward targeted audiences. Collect and analyze data that informs the development of these messages.

Foundations of Management: Explore the management skills needed to succeed in diverse, distributed and collaborative work environments. Assess management styles to identify areas of improvement.

Crisis Communications: Learn the importance of developing crisis communication plans. Manage crisis situations through the application of communication best practices.

Organizational Behavior: Examine how organizational behavior impacts the climate and culture of businesses. Explore ways to shape organizational climate and lead teams to positively impact performance.

*To be eligible for the bachelor's program, students must first complete an accredited associate program (20 goals from a College for America program or 60 transferable credits from an accredited university).

Human Resource Management: Explore the role of human resources in business. Learn to provide actionable feedback, training, and professional development opportunities to promote strong teams and employee success.

Regulation and Compliance in Healthcare: Address key healthcare concepts related to regulatory compliance, accreditation and licensure.

Community Health: Utilize data to inform and develop community health resources. Inform community members about relevant resources to support their wellness goals and improve health literacy.

Healthcare Leadership: Explore how effective healthcare leadership styles incorporate culturally aware behaviors. Analyze the role of diversity, cultural competence and determinants of health in managing healthcare.

Healthcare Finance: Learn about financial principles, their impact on quality improvement, and the differences in financial determinants between nonprofit and for-profit healthcare organizations.

Healthcare Reimbursement: Develop an understanding of healthcare reimbursement and its impact on the organization's financial wellness. Explore resources utilized by healthcare managers to stay current on trends and key information.

Emergency and Safety Management in Healthcare: Explore the scope of emergency preparedness, learn public health disaster management concepts and create a healthcare emergency preparedness plan.

Healthcare Information Management: Explore the function of Health Information Management and its impact on the viability of the organization.

Automation and System Integration: Determine how automation and integration can enhance efficiency in healthcare organizations. Examine the importance of safeguarding information and utilize resources to improve confidentiality.

Healthcare Quality: Explore the tools and methods utilized to assess and improve healthcare quality and inform data-driven decision making. Examine current and emerging approaches in quality improvement.

Healthcare Management Strategies: Examine change management strategies to impact decision-making and drive change. Work with various tools to help inform professional development plans and influence organizational change.

Emerging Trends in Healthcare: Explore emerging trends in healthcare such as social media, technology and tools. Examine the trend of medical tourism to determine impacts on the global healthcare industry.

Concentration Goals

Communications

Social Media: Develop social media strategies as a means of communicating messages to diverse audiences across multiple platforms. Leverage fundamental social media marketing strategy concepts to create engaging content.

Healthcare Marketing and Economics: Examine marketing practices with considerations to economic principles in the healthcare environment. Evaluate the socioeconomic factors and considerations that impact marketing decisions in healthcare.

Project Management in Healthcare: Examine how individuals and organizations brand themselves, as well as the role of branding in the creation and dissemination of communication projects. Examine how audiences impact the development and maintenance of a brand.

Global Healthcare Perspectives

Epidemiology: Explore developing epidemiological perspectives in healthcare and their impact on public health, policy, investigation and data collection.

Global Healthcare Safety: Develop an awareness of global perspectives in healthcare with a focus on disease patterns and health promotion. Examine global healthcare issues and how they impact emergency planning with regard to natural disasters and the spread of disease.

Global Healthcare Perspectives: Analyze key factors associated with global perspectives in healthcare such as medical tourism, globalization and international trends. Explore global health organizations to determine their influence on global health.