

BACHELOR OF ARTS IN MANAGEMENT

Concentrations: Insurance Services • Logistics and Operations • Public Administration

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.



Career Outlook

Drawing upon insights from workforce and industry leaders, the management degree is designed to support you in developing the competencies needed to advance your career. When you choose a concentration in insurance services, logistics and operations or public administration, you'll gain specialized knowledge and skills to help get you ahead in your career.

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

- Administrative services management
- Claims adjustment
- Human resource management
- Operational management
- Program analysis
- Public policy management
- Public relations management
- Risk management



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 Management consists of 20 goals, 3 of which make up your concentration.* Each goal aligns with a traditional degree course and qualifies for 3 college credits. The 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.

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.

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

Resourceful Decision-Making: Explore the tools and technology relevant to analysis and decision-making. Utilize data to determine action steps considering the larger vision of an organization.

Business Law: Examine the background, foundation and ethical aspects of the U.S. legal system. Learn the impact of torts, product liability, criminal law, contracts, sales and cyber law in a business setting.

Foundations of Financial Accounting: Explore basic principles and skills in financial accounting. Learn how to complete and interpret financial statements to inform managerial decisions. Use analyses to support recommendations.

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

Measuring Business Performance: Utilize metrics to evaluate the daily operations of a business. Analyze data to determine appropriate solutions that enhance business processes.

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.

*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).

Operational Financial Management: Plan for the financial future of an organization and increase operational efficiency using managerial accounting and finance concepts. Improve the performance of business data using accounting.

High-Performing Teams: Explore management theories that foster practices of high-performing teams. Differentiate between leadership and followership and learn in what contexts it is appropriate to adopt these different working styles.

Marketing Insights: Learn how the marketing mix is used to position a product or service by analyzing pricing, distribution, product development and promotional strategies. Apply research to examine impact and make recommendations.

Defining and Communicating a Brand: Examine how organizations brand themselves, as well as the role of branding in creating and disseminating communications. Gain hands-on experience in creating, building and maintaining a brand.

International Perspectives: Explore how businesses operating in multicultural contexts manage differences in teams. Examine ways culture, society and other external factors influence business decisions and trends on a global scale.

Change Management: Learn the methodologies, processes and tools needed to appropriately manage change initiatives in an organization. Determine impact of change on a team through assessment of internal and external factors.

Mindsets for Design & Growth: Explore the mindsets and techniques used by managers to deliver value to customers and the organization, as well as the importance of innovation and entrepreneurship.

Strategic Organizational Alignment: Learn the process of strategic planning in a changing business landscape. Explore how organizational objectives influence the goals of departments, teams and individuals. Discover the role organizational awareness plays in strategic planning.

Concentration Goals

Insurance Services

Insure Against Risks: Examine various types of insurance and determine how to measure and manage insurance risk. Analyze the needs of the customer to make appropriate insurance recommendations.

Sell Like a Professional: Explore how sales departments can produce positive outcomes for both the customer and the organization. Develop an effective sales strategy and hone your presentation skills.

Serve Customers Effectively: Explore the role and function of service operations management. Discover how to best address customer service issues affecting a diverse customer base.

Public Administration

U.S. Politics: Gain insight into the structure and function of the U.S. political system, including roles played in the policy-making and electoral processes by various branches and levels of government.

Public Administration: Understand the basics of public administration in the context of contemporary political, social, economic and administrative realities. Examine essential competencies, values and issues important to public policy at the local, state, national and international levels.

Policy Analysis and the Role of the Public: Explore the role of policy in public administration, how the public influences policy, and the impact of policy on decision-making. Develop techniques for interacting with the public.

Logistics and Operations

Serve Customers Effectively: Explore the role and function of service operations management. Discover how to best address customer service issues affecting a diverse customer base.

Oversee Logistics: Use data to analyze logistics scenarios and inventory management issues. Evaluate physical distribution systems and emerging technologies to increase efficiency.

Manage a Project: Learn to apply best practices in effective project planning and management over the lifecycle of a project. Develop skills enabling effective assessment of projects and communication of project status.