At Southern New Hampshire University (SNHU), we understand that many working adults want to earn degrees to advance their careers but face the serious barriers of expensive tuition and hectic work-and-family schedules.

We designed our College for America Personal Path Programs to overcome these barriers. Personal Path programs are radically affordable, let you use real-world knowledge to accelerate your academic progress and are 100% project-based so you can always schedule schoolwork around your job and family.

**CAREER OUTLOOK**

The Bachelor of Arts in Healthcare Management prepares healthcare professionals with the skills and knowledge sought by leading healthcare organizations to support a growing industry. Students explore how healthcare managers, administrators and executives plan, direct and coordinate health services for the populations they serve. Students gain knowledge in key areas including regulation and compliance, healthcare quality management, finance and other emerging industry trends. Students also master skills in effective professional communication, community engagement and innovation that will help them grow as healthcare professionals.

There is high demand for skilled healthcare professionals due to an aging population and declining workforce, and students in this program will acquire the skills they need to position themselves to advance their healthcare career. With your BA in Healthcare Management degree, you’ll have prepared to thrive in a variety of careers, including:

- Community health
- Healthcare administration
- Medical office management
- Health communications
- Patient services
- Record management

For those who already have an Associate degree*, the BA in Healthcare Management is the next step to grow your expertise in the healthcare field. You can choose a concentration in either Communications or Global Health Perspectives to gain specialized knowledge to help you get ahead in those areas. The program is aligned with Association of University Programs in Health Administration (AUPHA) Bodies of Knowledge so you can be confident that the knowledge and skills you’ll acquire are directly relevant to in-demand healthcare careers.

**WHAT YOU’LL LEARN**

SNHU’s Personal Path programs are based on developing and demonstrating individual skills called competencies, with 3 related competencies stacking into a “goal.” The BA in Healthcare Management degree consists of 20 goals, 3 of which make up your concentration. Each goal equates to 3 college credits and is comparable with a traditional college course. The BA in 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.

*Students with a completed Associate Degree (or 60+ college credits) that meet SNHU’s General Education Requirements may start in our Bachelor’s Degree program. Credits will be carefully reviewed by our Admissions Team to determine whether they meet the criteria.
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.

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.

CONCENTRATION GOALS

Business

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.

GET STARTED IN YOUR Bachelor of Arts in Healthcare Management at www.snhu.edu/StartSNHU