



ASSOCIATE OF ARTS IN GENERAL STUDIES



Concentrations: Business • Transforming the Customer Experience

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 **competency-based education programs** to overcome these barriers. These 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 **Associate of Arts in General Studies** provides learners with a strong foundation in the skills that employers value in the professional workplace. No matter what industry you work in, or what your current role is, the AA in General Studies is designed to strengthen relevant workplace skills such as critical thinking, problem solving, written and oral communication, ethics, collaboration and more.

With your AA in General Studies, you'll have prepared to thrive in a wide variety of careers, including:

- Banking
- Client relations
- Customer service
- Business support
- Patient care
- Retail management
- Sales
- Technical support

The Associate of Arts in General Studies is the perfect program to start in for those with little-to-no prior college credits. You can choose a concentration in either Business or Transforming the Customer Experience to gain specialized knowledge and skills in those areas. With an AA, you'll be prepared to start opening doors in your career, plus you'll be halfway to earning a bachelor's degree if you choose to continue along your educational journey.

WHAT YOU'LL LEARN

SNHU's competency-based programs are based on developing and demonstrating mastery of individual skills. In the AA in General Studies degree program, you will learn skills in the following areas:

Approaching Complex Challenges: Develop professional research skills, discover new approaches to solving problems, and present ideas in professional formats.

Productivity, Collaboration, and Civic Engagement: Investigate multiple perspectives. Practice skills related to civic participation and explore opportunities for civic engagement.

Crafting Your Message: Develop approaches to reading and writing to effectively convey ideas. Compose written messages and apply elements of persuasion.

Identity and Decision Making: Explore the significance of individuality and human creativity. Consider the role of ethics in decision-making.

Using Data to Inform Decisions: Explore how math can be used to solve problems in a variety of contexts and the role of quantitative data in answering questions about human behavior.

Leadership and Group Dynamics: Identify leadership skills for engaging in teamwork in your career and practice communication strategies for addressing feedback.

Perspectives on People and Society: Analyze how stories shape our society and investigate how varying interpretations of history influence how we see today's issues.

Research, Analysis, and Cultural Study: Formulate a research question, conduct research to answer the question, and engage in analysis for a deeper understanding of a cultural topic.

Science, Technology, and Society: Discover how scientific evidence can inform decision-making and examine the ethical considerations of pursuing scientific advancement.

Communicating to Diverse Audiences: Hone your verbal communication skills by developing and delivering an oral presentation designed for a diverse audience.

Building Your Argument: Advance your ability to influence audiences by applying elements of argumentation. Identify bias in writing and build strategies for reading that support analysis and critical thinking.

Issues of the Information Age: Examine impacts of technological advances on various forms of media and engage explanations for natural phenomena.

Preparing Recommendations for Complex Challenges: Draw upon research skills, analytical thinking and your creativity to devise possible approaches to solving a complex challenge.

Presenting Recommendations for Complex Challenges: Evaluate problem-solving options and present the most effective approach. Apply persuasion skills to craft an innovative solution that integrates multiple perspectives.

Microeconomics: Examine the role of economics in business and decision-making. Apply microeconomic models and theories to analyze the behavior of consumers, producers and resource suppliers.

Advancing Professional Skills: Assess how new ideas, technologies and paradigms impact your areas of educational or professional interest. Expand technical skills to adapt to a changing professional landscape.

Establishing Your Professional Identity: Learn how the use of technology and social media impacts perception and can cultivate meaningful personal and professional relationships.

CONCENTRATION GOALS

Business

Macroeconomics: Explore the essential concepts of macroeconomics. Discover the role of government policy in influencing the level of economic activity.

Principles of Marketing: Examine the organization's functions for creating, communicating, and delivering value to customers. Explore the role of target markets and customer experience.

Business Essentials: Learn about the functional areas of business and the overall operation of a company. Explore the business decision-making process as informed by ethical frameworks and organizational structure.

Transforming the Customer Experience

Analyze the Customer Experience: Learn to influence and effectively respond to customers. Develop effective selling, and problem-solving skills and use of customer service metrics.

Connect with Customers: Discover effective ways to communicate with customers. Develop skills for interacting with culturally and socially diverse customers. Explore your professional development within the customer service field.

Represent the Brand: Examine how high-quality customer service fosters positive customer relationships. Explore the importance of professionalism in customer service, including implications for organizational brand and mission.