



BACHELOR OF ARTS IN MANAGEMENT



Concentrations: Insurance Services • Logistics and Operations • Public Administration

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 **Bachelor of Arts in Management** prepares graduates to plan, oversee and direct the operations of organizations in a complex, fast-paced and ever-changing world. Students explore the field of management from a broad perspective, gaining the in-demand knowledge and skills to be successful, adaptable managers in a variety of business environments. The program promotes the development a growth-mindset to solve challenges for one's self, a team and an organization. Students gain confidence in making informed decisions to support innovative organizations.

With your BA in Management degree, you'll have prepared to 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

Note: Enrolling in this bachelor's program requires you to have completed an associate degree (or 60+ college credits) that meets SNHU's general education requirements. Our admission team can help determine whether you meet this criteria.

WHAT YOU'LL LEARN

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

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.

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 lead teams to positively impact performance.

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.

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

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 to promote strong teams and employee success.

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.

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.

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.

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.