

ASSOCIATE OF ARTS IN GENERAL STUDIES

with a concentration in business



Regardless of industry or role, the fundamental skills gained through a liberal arts degree (such as critical thinking, decision making, and collaboration) are crucial to driving career success. College for America degrees from Southern New Hampshire University are built around student success with programs dedicated to helping students leverage their education for workplace advancement and personal growth. Our **Associate of Arts in General Studies** degree, with a concentration in business, is designed to support today's workers in gaining the knowledge and skills needed for advancing their career opportunities.

Career Outlook

Today's businesses across all industries are seeking prepared workers with the **personal, foundational, and business skills** needed for success in fields that require or prefer a degree, such as:

Customer Service, Administration, Sales, or other related areas

The Associate of Arts in General Studies is also the first step toward earning a bachelor's degree and pursuing management-level positions.

It is our mission to arm students with knowledge and skills they can apply in the workforce to help grow their careers. Employer expectations are shifting; there is a growing demand

for educated and skilled workers, and employees must be ready to adapt to meet those needs.

Higher levels of education are increasingly important for advancing career opportunities. Consider the following:



Over 95% of jobs created since 2010 have gone to workers with at least some college education.¹



By 2020, 65% of all jobs in the US will require education and training beyond high school.²

What You'll Learn

The business concentration is ideal for working adults who would benefit from strengthening foundational knowledge, interpersonal skills, and business acumen. In this concentration, students develop competencies in areas such as business ethics, resource management, and social impact which apply to work in diverse business environments.

Students earning the College for America Associate of Arts in General Studies complete competency-based, real-world projects, developing valuable skills in the process.

Content Knowledge

- Business essentials • Science, society and culture

Foundational Skills

- Communication skills • Critical and creative thinking
- Quantitative skills • Digital fluency and information literacy

Personal and Social Skills

- Personal effectiveness • Ethics and social responsibility
- Teamwork and collaboration

¹ Anthony P. Carnevale, Tamara Jayasundera, and Artem Gulish, "America's Divided Recovery: College Haves and Have-Nots," Georgetown University Center on Education and the Workforce, 2016, 1.

² Anthony P. Carnevale, Nicole Smith, and Jeff Strohl, "Recovery: Job Growth and Education Requirements Through 2020," Georgetown University Center on Education and the Workforce, 2013, 15.

Building Blocks Of The Future

College for America degrees from Southern New Hampshire University are stackable, which means that the work you complete in an associate degree is your springboard to a bachelor's degree. If you choose, you can seamlessly graduate from an associate degree program and continue into a bachelor's degree program.



Students in all College for America programs receive Southern New Hampshire University transcripts that show details on mastered competencies as well as their traditional course and credit equivalents.

Earning A Degree

The College for America curriculum is made up of real world projects which count toward skills-based "goals." An AA degree consists of 20 goals. Each goal aligns with a traditional degree course and qualifies for three college credits. The **Associate of Arts in General studies with a concentration in business** goals include:

Access Information - Develop arguments about ethical issues and on key economic, legal, and social considerations surrounding the use of information

Analyze Data - Apply important terms and concepts in macro-economics to analyze financial news and use basic concepts in statistics and probability to solve graphical and numerical problems

Apply Economic Theories - Apply fundamental concepts of microeconomics and perform financial calculations to analyze consumer decisions

Build Teamwork through Marketing - Work individually and in a team to explore the fundamentals of marketing and to build collaboration skills

Chart the Evolution of Media - Research the historical development of mass media and evaluate its impact on individual and societal thinking in various time periods

Confront Culture - Focus on the fundamental procedures of anthropology, such as analyzing cultural artifacts and the results of archaeological and ethnographic fieldwork

Consider the Environment - Analyze different ways that humans impact the environment and identifying potential solutions to environmental problems

Decode Media - Use key concepts of mass communication to evaluate and critique mass media messages, such as advertisements, websites, and social media

Develop a Budget - Apply basic mathematical concepts and tools to different practical situations, including creating charts and graphs and making mathematically informed financial decisions

Establish a Professional Presence - Build practical skills necessary for job seekers, including effective and responsible use of social media and thoughtful articulation of career goals

Evaluate Popular Psychology - Examine popular psychology by applying scientific principles and utilizing psychosocial knowledge in real-world situations

Examine Ethical Perspectives - Understand important figures, traditions, and concepts in moral philosophy as well as the analysis, critique, and construction of ethical arguments

Experience Art - Analyze art history, artistic style, and composition and effectively present ideas using technology

Experiment with Psychology - Calculate and evaluate data, exploring scientific processes and conducting experiments in the field of psychology

Explore Writing - Analyze and write about literature from a variety of countries, cultures, and time periods

Investigate Business Ethics - Focus on some of the critical ethical issues involved in doing business in a global environment, including corporate social responsibility and globalization

Leverage Business Tools - Develop crucial business skills, including performing calculations in a spreadsheet, writing effective business communications, and developing solutions to business problems

Manage People - Focus on the role of human resource management in the workplace and developing active listening skills

Plan for Success - Build skills that are vital for effective learning, including reflecting on past learning experiences, giving and receiving feedback, and using the web to find authoritative information

Solve Problems in the Workplace - Generate original solutions to practical problems in the workplace and locate and use reliable information