

ASSOCIATE OF ARTS IN GENERAL STUDIES

with a concentration in transforming the customer experience



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 Transforming the Customer Experience, is designed to support today's workers in gaining the knowledge and skills needed for advancing their career opportunities.

Career Outlook

Customer service occupations are expected to experience growth that is much faster than the average for all occupations over the next ten years.¹ Employees in customer service will continue to play a critical part in providing an interface between customers and companies. Careers in this role span a wide range of industries and are diverse, including:

Call Center Agents, Client Relations Associates, Patient Care Coordinators, and Technical Support Representatives

The Associate of Arts in General Studies with a concentration in Transforming the Customer Experience 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.

As companies downsize or take other measures to increase profitability, today's customer service job responsibilities are also expanding, and require increasingly higher levels of personal, foundational, and business skills. As a result, employers increasingly prefer customer service representatives who have education beyond high school, such as some college or even a college degree.

Consider the following:



Over 95% of jobs created since 2010 have gone to workers with at least some college education.²



By 2020, 65% of all jobs in the US will require education and training beyond high school.³

What You'll Learn

In the Associate of Arts in General Studies with a concentration in Transforming the Customer Experience program, students master key competencies such as creating positive customer experiences, connecting with customers, and representing the company brand.

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

- Customer service essentials • 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 Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2016-17 Edition, Customer Service Representatives

² 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.

³ 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 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

Southern New Hampshire University's 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 Transforming the Customer Service** goals include:

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

Consider the Environment – Consider different ways that humans impact the environment and identify potential solutions to environmental problems.

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

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

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

Access Information – Develop arguments about some of the key economic, legal and social issues surrounding the use of information, such as Internet privacy, piracy and plagiarism.

Connect with Customers – Build productive relationships with customers through the application of fundamental communication concepts and techniques in customer service.

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

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

Represent the Brand – Understand customer service functions that support an organization's mission and values, including ethical behavior, professionalism, and customer and product knowledge.

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

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

Own Your Career – Identify practical skills necessary for job seekers, including effective and responsible use of social media, and thoughtful articulation of career goals.

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.

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.

Experience Art – Explore art history, artistic style and composition, and effectively present ideas using technology.

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

Analyze Customer Needs – Understand the essential functions of customer service, including solving customer problems, responding effectively to challenging customer behaviors, exploring common customer service metrics and cross selling and upselling.

Confront Culture – Explore fundamental procedures of anthropology, such as analyzing cultural artifacts and the results of archaeological and ethnographic fieldwork.

Build Teamwork Through Marketing – Work individually and in a team to explore the fundamentals of marketing and to build collaboration skills.