

# BACHELOR OF ARTS IN HEALTHCARE MANAGEMENT

with a concentration in communications



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 **Bachelor of Arts in Healthcare Management** degree, with a concentration in communications, supports people-oriented professionals in developing the skills needed for rewarding healthcare career opportunities.

## Career Outlook

Employers across healthcare management sectors such as **hospitals, private practices, pharmaceuticals, research organizations, insurance companies, nonprofits, and government agencies**, need workers with the valuable knowledge and skills necessary for success in fields such as:

Medical Office Services, Patient Services, Community Health, Management, Administration, Health Management, or other related areas

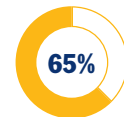
It is our mission to arm students with knowledge and skills they can apply in the workforce to help grow

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.<sup>1</sup>



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

## What You'll Learn

People-oriented staff must be able to communicate effectively with different audiences and in different situations—face-to-face, online, and in formal documents. In the communications concentration, students learn about interpersonal and small group communication, marketing, and social media.

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

### Content Knowledge

- Fundamentals of accounting • Aging and end of life issues • International business
- Human resource management • Health informatics • Healthcare human resources
- Healthcare quality management • Health promotion and community health
- Managed care and reimbursement • Business management • Health and disease
- Healthcare management • The U.S. healthcare system • Marketing • Social media

### Foundational Skills

- Innovation and creativity • Professional communication skills
- Applied quantitative skills • Research skills and web design

### Personal and Social Skills

- Leadership • Community and civic engagement • Cultural competence

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.” A BA degree consists of 20 goals. Each goal aligns with a traditional degree course and qualifies for three college credits. To be eligible for the bachelor's program, students must first complete an accredited associate's program (20 AA goals from a College for America program or 60 transferable credits from an accredited university). The **Bachelor of Arts in Healthcare Management with a concentration in communications** goals include:

**Navigate the US Healthcare System** - Focus on the structure and function of the healthcare system in the US

**Promote Health and Wellness** - Learn medical and biological concepts and terminology needed by nonclinical staff working in a healthcare setting

**Manage a Healthcare Organization** - Apply management functions, theories, and models in a healthcare setting, with special attention to effective decision-making and communication

**Research Healthcare** - Use a variety of sources—including scholarly materials and personal interviews—to obtain information on healthcare topics and use these research findings to write articles or other pieces

**Demonstrate Cultural Competence** - Improve the ability to communicate effectively in a variety of professional settings by analyzing how culture shapes interpersonal relations and first-person perspectives

**Handle Managed Care and Reimbursement** - Explore the impact of public policy and the business environment on healthcare organizations

**Utilize Healthcare Data** - Explore ways in which healthcare data can be used to improve patient outcomes and safeguard public health

**Use Math to Solve Problems** - Use creative problem-solving techniques together with algebra, geometry, and statistics to address real-world challenges

**Employ Healthcare Human Resources** - Focus on the practical application of human resource management functions, theories, and models in the healthcare setting, with special attention given to effective decision-making and communication

**Lead a Team** - Work closely with others, serving both as a team leader and a team member to solve complex problems

**Provide Healthcare Legally and Ethically** - Examine issues and trends in healthcare policy as well as legal and ethical decision-making in healthcare

**Address Aging and End of Life** - Explore issues of aging, death, and mortality from a wide variety of perspectives

**Ensure Healthcare Quality** - Focus on the strategies and methods healthcare organizations use to improve processes, delivery, and outcomes

**Contribute to Society** - Focus on the content knowledge and active participation needed for meaningful community and civic engagement, both globally and in the US

**Account for Business** - Hone the accounting competencies necessary for non-accountants to interpret and evaluate the financial effects of day-to-day management decisions

**Foster Community Health** - Explore pressing issues that affect world and community health, with attention to the three major dimensions of health: physical, emotional, and social

**Capstone Goal** - Apply the principles of design thinking to address a need in the workplace or community

**Leverage Social Media** - Demonstrate strategic uses of social media for a variety of purposes, such as advertising, marketing, and public relations

**Market a Product or Service** - Focus on the key phases of the marketing process: pre-marketing analysis and research, creation of a marketing plan, and development of a marketing brief

**Negotiate Difference** - Analyze interpersonal and small-group communication