

# BACHELOR OF ARTS IN MANAGEMENT

with a concentration in public administration



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 Management** degree, with a concentration in public administration, is designed to support the development of necessary skills and knowledge for workers within public service or related fields.

## Career Outlook

Public agencies are seeking prepared workers with the skills needed to advance into or excel in fields within public administration, such as:

General Management, Operations Management, Administration, Human Resources, Training and Development, 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.

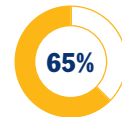
Employer expectations are shifting; there is a

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

The public administration concentration prepares students to advance their careers in government jobs. It develops key competencies in theory and ethics; the history, purposes and components of public administration; and the structure and function of state and local governments.

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 • International business • Human resource management
- Organizational behavior • Entrepreneurship • Managerial accounting • Marketing
- Business management • Interpersonal & small-group communications
- Business law • Operations management • Organizational behavior
- Management of service operations • Public administrative ethics & theory
- State & local government • Public administration

### Foundational Skills

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

### Personal and Social Skills

- Leadership • Community & civic engagement • Cultural competence

<sup>1</sup> 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.

<sup>2</sup> 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 Management with a concentration in public administration** goals include:

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

**Conduct Business Globally** - Focus on both the macro- and micro-environments of the global business arena

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

**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

**Employ Human Resources** - Understand the major legal and regulatory frameworks in human resources; evaluation of staff performance; and effective recruitment, selection, and retention processes

**Improve Organizational Effectiveness** - Evaluate the shifting models of organizations, analyze organizational change, and apply key theories to make informed management decisions

**Innovate Like an Entrepreneur** - Identify business opportunities in the marketplace and on the mindset, skills, and tools needed to successfully develop a new venture

**Investigate Managerial Accounting** - Conduct breakeven analysis, prepare operating budgets, and explore cost concepts that are essential for management decisions

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

**Manage a Business Organization** - Use a variety of techniques to analyze common management issues, apply decision-making frameworks and communicate effectively with stakeholders

**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

**Orchestrate Business Operations** - Apply relevant tools and theories to manage an organization's resources and operational processes

**Research Management** - Use a variety of sources, including scholarly materials, personal interviews and news stories, to obtain information on communications topics, and then use the research findings to inform written pieces, such as articles

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

**Work Within the Law** - Examine the legal frameworks within which businesses operate in the US, as well as the main legal issues affecting US businesses, such as torts, product liability, criminal law, and contracts

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

**Administer Policy Ethically** - Understand theory and ethics related to public administration, with emphasis on the ethical responsibilities of public servants and issues of accountability

**Navigate Public Administration** - Focus on the history, purposes and components of public administration in the United States and explore public policy implementation challenges and funding issues

**Explore State and Local Government** - Explore the structure and function of state and local governments as well as key social, economic, and political factors that impact policy making