BACHELOR OF ARTS IN HEALTHCARE MANAGEMENT

Southern New Hampshire University

Concentration: Global Healthcare Perspectives

The **Global Education Movement (GEM)** at Southern New Hampshire University (SNHU) is an initiative offering degree programs to refugees and their surrounding communities. We partner with organizations in Kenya, Malawi, Rwanda, South Africa, and Lebanon to deliver quality education to meet the needs of learners. We designed our competency-based education programs to support learner needs and help overcome barriers. Competency-based education programs let you use real world knowledge to accelerate your academic progress. The programs are 100% project-based and self-paced, so you can always schedule schoolwork around your other obligations.

CAREER OUTLOOK

The **Bachelor of Arts in Healthcare Management** prepares healthcare professionals with the skills and knowledge sought by leading healthcare organizations to support a growing industry. Students explore how healthcare managers, administrators and executives plan, direct and coordinate health services for the populations they serve. Students gain knowledge in key areas including regulation and compliance, healthcare quality management, finance and other emerging industry trends. Students also master skills in effective professional communication, community engagement and innovation that will help them grow as healthcare professionals.

There is high demand for skilled healthcare professionals due to an aging population and declining workforce, and students in this program will acquire the skills they need to position themselves to advance their healthcare career. With your BA in Healthcare Management degree, you'll have prepared to thrive in a variety of careers, including:

- Community health
- Healthcare administration
- Medical office management
- Health communications
- Patient services
- Record management

For those who already have an Associate degree[*], the BA in Healthcare Management is the next step to grow your expertise in the healthcare field. The program is aligned with Association of University Programs in Healthcare Administration (AUPHA) Bodies of Knowledge so you can be confident that the knowledge and skills you'll acquire are directly relevant to in-demand healthcare careers.

WHAT YOU'LL LEARN

SNHU's competency-based education programs are based on developing and demonstrating mastery of individual skills. In the Healthcare 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.

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

Students with a completed Associate Degree (or 60+ college credits) that meet SNHU's General Education Requirements may start in our Bachelor's Degree program. Credits will be carefully reviewed by our Admissions Team to determine whether they meet the criteria.

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.

Crisis Communications: Learn the importance of developing crisis communication plans. Manage crisis situations through the application of communication best practices.

Organizational Behavior: Examine how organizational behavior impacts the climate and culture of businesses. Explore ways to shape organizational climate and lead teams to positively impact performance.

Human Resource Management: Explore the role of human resources in business. Learn to provide actionable feedback, training, and professional development opportunities to promote strong teams and employee success.

Regulation and Compliance in Healthcare: Address key healthcare concepts related to regulatory compliance, accreditation and licensure.

Community Health: Utilize data to inform and develop community health resources. Inform community members about relevant resources to support their wellness goals and improve health literacy.

Healthcare Leadership: Explore how effective healthcare leadership styles incorporate culturally aware behaviors. Analyze the role of diversity, cultural competence and determinants of health in managing healthcare.

Healthcare Finance: Learn about financial principles, their impact on quality improvement, and the differences in financial determinants between nonprofit and for-profit healthcare organizations.

Healthcare Reimbursement: Develop an understanding of healthcare reimbursement and its impact on the organization's financial wellness. Explore resources utilized by healthcare managers to stay current on trends and key information.

Emergency and Safety Management in Healthcare: Explore the scope of emergency preparedness, learn public health disaster management concepts and create a healthcare emergency preparedness plan.

Healthcare Information Management: Explore the function of Health Information Management and its impact on the viability of the organization.

Automation and System Integration: Determine how automation and integration can enhance efficiency in healthcare organizations. Examine the importance of safeguarding information and utilize resources to improve confidentiality.

Healthcare Quality: Explore the tools and methods utilized to assess and improve healthcare quality and inform data-driven decision making. Examine current and emerging approaches in quality improvement.

Healthcare Management Strategies: Examine change management strategies to impact decision-making and drive change. Work with various tools to help inform professional development plans and influence organizational change.

Emerging Trends in Healthcare: Explore emerging trends in healthcare such as social media, technology and tools. Examine the trend of medical tourism to determine impacts on the global healthcare industry.

CONCENTRATION GOALS

Global Healthcare Perspectives

Epidemiology: Explore developing epidemiological perspectives in healthcare and their impact on public health, policy, investigation and data collection.

Global Healthcare Safety: Develop an awareness of global perspectives in healthcare with a focus on disease patterns and health promotion. Examine global healthcare issues and how they impact emergency planning with regard to natural disasters and the spread of disease.

Global Healthcare Perspectives: Analyze key factors associated with global perspectives in healthcare such as medical tourism, globalization and international trends. Explore global health organizations to determine their influence on global health.