

# ASSOCIATE OF ARTS IN GENERAL STUDIES

Concentrations: **Business** • **Transforming the Customer Experience**

Southern New Hampshire University's College for America programs provide **affordable, flexible and achievable** paths to an accredited degree you can be proud of. This **competency-based education** program allows you to master specific skills as you complete the minimum number of projects, or as many as you're able to within a term – saving you time and money. With 24/7 online access and no classes or exams, you can earn your degree on your schedule.

Our Associate of Arts in General Studies is designed to provide you with knowledge and skills that help increase your career opportunities – so you can leverage your education for workplace advancement and personal growth.



## Career Outlook

Drawing upon insights from workforce and industry leaders, the degree is designed to support you in developing the competencies needed to advance your career. Regardless of what industry or role a worker is in, the AA in General Studies will develop personal, foundational and business skills by strengthening critical thinking, problem solving, communication and more.

**With your general studies degree, you can thrive in a variety of careers, including:**

- Banking
- Client relations
- Customer service
- Business support
- Patient care
- Retail management
- Sales
- Technical support

The Associate of Arts in General Studies is also the first step toward earning a bachelor's degree and pursuing management-level positions. When you choose a concentration in business or transforming the customer experience, you'll gain specialized knowledge and skills to help get you ahead in your career.



## What You'll Learn

SNHU's College for America curriculum is made up of real world projects that count toward skills-based "goals." The Associate of Arts in General Studies consists of 20 goals, 3 of which make up your concentration. Each goal aligns with a traditional degree course and equates to 3 college credits. The general studies degree goals include:

**Approaching Complex Challenges:** Develop professional research skills, discover new approaches to solving problems, and present ideas in professional formats.

**Productivity, Collaboration, and Civic Engagement:** Investigate multiple perspectives. Practice skills related to civic participation and explore opportunities for civic engagement.

**Crafting Your Message:** Develop approaches to reading and writing to effectively convey ideas. Compose written messages and apply elements of persuasion.

**Identity and Decision Making:** Explore the significance of individuality and human creativity. Consider the role of ethics in decision-making.

**Using Data to Inform Decisions:** Explore how math can be used to solve problems in a variety of contexts and the role of quantitative data in answering questions about human behavior.

**Leadership and Group Dynamics:** Identify leadership skills for engaging in teamwork in your career and practice communication strategies for addressing feedback.

**Perspectives on People and Society:** Analyze how stories shape our society and investigate how varying interpretations of history influence how we see today's issues.

**Research, Analysis, and Cultural Study:** Formulate a research question, conduct research to answer the question, and engage in analysis for a deeper understanding of a cultural topic.

**Science, Technology, and Society:** Discover how scientific evidence can inform decision-making and examine the ethical considerations of pursuing scientific advancement.

**Communicating to Diverse Audiences:** Hone your verbal communication skills by developing and delivering an oral presentation designed for a diverse audience.

**Building Your Argument:** Advance your ability to influence audiences by applying elements of argumentation. Identify bias in writing and build strategies for reading that support analysis and critical thinking.

**Issues of the Information Age:** Examine impacts of technological advances on various forms of media and engage in scientific processes of problem-solving to develop fact-based explanations for natural phenomena.

**Preparing Recommendations for Complex Challenges:** Draw upon research skills, analytical thinking and your creativity to devise possible approaches to solving a complex challenge.

**Presenting Recommendations for Complex Challenges:** Evaluate problem-solving options and present the most effective approach. Apply persuasion skills to craft an innovative solution that integrates multiple perspectives.

**Microeconomics:** Examine the role of economics in business and decision-making. Apply microeconomic models and theories to analyze the behavior of consumers, producers and resource suppliers.

**Advancing Professional Skills:** Assess how new ideas, technologies and paradigms impact your areas of educational or professional interest. Expand technical skills to adapt to a changing professional landscape.

**Establishing Your Professional Identity:** Learn how the use of technology and social media impacts perception and can cultivate meaningful personal and professional relationships.

## Concentration Goals

### Business

**Macroeconomics:** Explore the essential concepts of macroeconomics. Discover the role of government policy in influencing the level of economic activity.

**Principles of Marketing:** Examine the organization's functions for creating, communicating, and delivering value to customers. Explore the role of target markets and customer experience.

**Business Essentials:** Learn about the functional areas of business and the overall operation of a company. Explore the business decision-making process as informed by ethical frameworks and organizational structure.

### Transforming the Customer Experience

**Analyze the Customer Experience:** Learn to influence and effectively respond to customers. Develop effective selling, and problem-solving skills and use of customer service metrics.

**Connect with Customers:** Discover effective ways to communicate with customers. Develop skills for interacting with culturally and socially diverse customers. Explore your professional development within the customer service field.

**Represent the Brand:** Examine how high-quality customer service fosters positive customer relationships. Explore the importance of professionalism in customer service, including implications for organizational brand and mission.