

Business Studies

Bachelor of Science in Business Studies

SCHOOL OF BUSINESS
Online and On Location



Southern¹ 
New Hampshire
University

Go for the Top Notch Business Degree

Bachelor of Science in Business Studies

Get a top-notch business education with Southern New Hampshire University's online business studies program. This degree is ideal for those wishing to transfer college credits, switch to business from another discipline or supplement a technical degree or background with a bachelor's degree in business. The online program includes concentrations in a number of disciplines, enabling students to further tailor their studies. Students may choose more than one concentration, giving them even more of an edge in the job market.

Why a Bachelor's in Business Studies from SNHU?

SNHU's history of producing business leaders goes back 75 years and is the foundation of the entire university. As one of the pioneers in quality online education, SNHU extends their tradition of business education excellence into the virtual classroom.

At SNHU, students use cutting-edge technology to develop critical-thinking and problem-solving skills, all while learning to be an effective leader. The online business administration program has been developed in consultation with business professionals to ensure students learn real-world applicable business concepts. Experienced business faculty bring real-world challenges and business applications into the online classroom.

- Focus your studies with one or more concentrations, from accounting to human resources to marketing to international business
- Program is designed by faculty who have specialized, real world experience
- Accredited by the Association of Collegiate Business Schools and Programs and the European Council for Business Education
- Transfer-friendly – transfer up to 90 credits
- Affordable tuition and flexible course schedule
- SNHU is a traditional, Tier 1 university and winner of the NHBR Best of Business Award

Transferring to SNHU

SNHU makes transferring as easy as possible with generous transfer credit policies. The university will accept up to 90 transferred academic credits and will automatically complete an official credit evaluation as part of the application review process.

Accounting Concentration

Accounting, sometimes called “the language of business,” is one of the nation's fastest-growing professions. Professional accountants are in demand. Businesses recognize employees who have sound financial, accounting and management knowledge as well as language and computer skills. Accounting professionals work with management and analyze and report on complex financial transactions.

Business Administration Concentration

Students graduating with a major in business administration have a wide range of career options available to them. Businesses of all sizes and types look for graduates with the knowledge and skills to move into entry- and mid-level managerial and supervisory positions. The demand for trained managers and leaders already is very high and will intensify as businesses and society continue to become increasingly more complex.

Business Finance Concentration

Finance students develop the analytical and quantitative skills needed for corporate and individual financial management. Graduates are prepared for careers in industry, financial organizations and government. The outlook for employment in the finance field is strong as the financial markets are becoming increasingly more complex. Corporations of all kinds seek employees who understand the complexity of economic activity and who bring a bottom-line, financial perspective.

Game Design and Development Concentration

Understand the business that goes on behind the scenes of game design and development while learning the IT skills necessary to build virtual worlds. Students completing this program match creativity and process with a core business education that delivers an unmatched set of skills.

Human Resource Management Concentration

Professionals with human resource knowledge are essential to a variety of for-profit and nonprofit organizations, businesses and industries. Students who complete this program have the skills for a large number of career options and are able to obtain entry- and mid-level positions in a number of organizations.

Computer Information Technology Concentration

Information technology graduates are employed in nearly every type of industry and business, in functional areas and in general management. They are systems analysts and programmers, telecommunications specialists, database designers, information technology managers and more. This program focuses on training information technology professionals capable of assuming broader business responsibilities.

International Management Concentration

The world is an economic marketplace without boundaries. Successful multinational and transnational corporations conduct business worldwide while smaller domestic companies look for ways to tap into the growing markets of Europe, Asia and Third World countries. Students learn about the different cultural, monetary, marketing and management systems that they will encounter while conducting international business activities.

Marketing Concentration

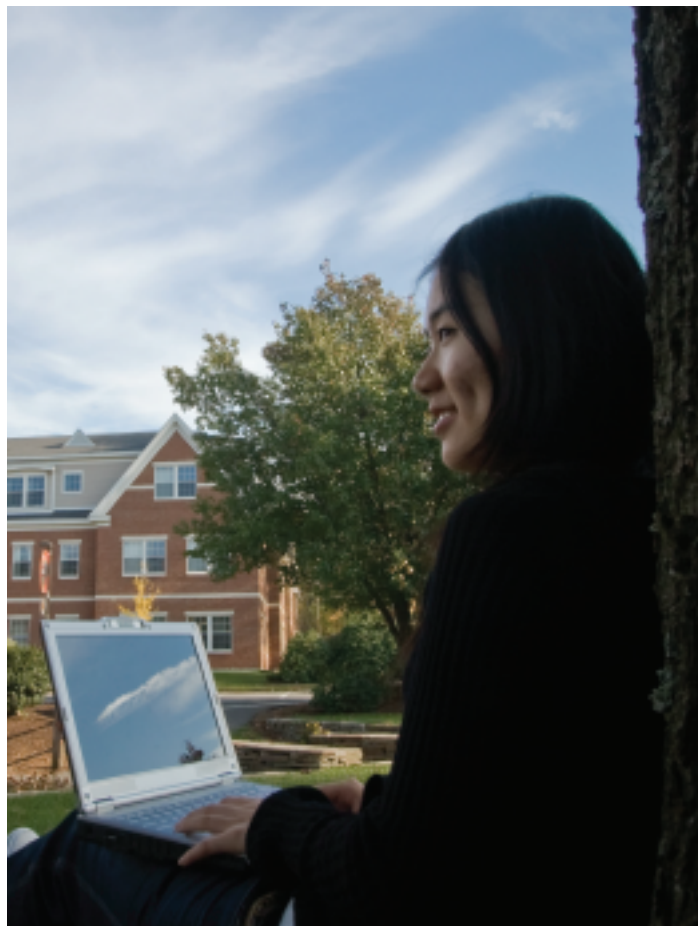
Marketing is the driving force in business. The degree to which companies respond to customers largely determines their success. Graduates are prepared to work in various areas of marketing, including retail management, professional sales, purchasing, advertising, research, product/brand management, product distribution and customer relations. Marketing positions exist in a wide variety of corporate settings, including multinational corporations, independently owned local businesses and nonprofit organizations.

Organizational Leadership Concentration

Graduates of this program develop effective management tools for growth, increased productivity and conflict management in the complex and volatile business environment of today and the future. The program incorporates a global perspective and emphasizes the development and understanding of leadership skills, group and intergroup dynamics, organizational structure, design, change, culture and power.

Small Business Management Concentration

Small businesses are the backbone of the economy in the United States. There is great demand for well-trained individuals who have the knowledge and skills to initiate, manage and grow these organizations. This concentration is ideal for individuals seeking an entrepreneurial career.



Sport Management Concentration

Sports are an integral part of today's society and those trained in the principles of sport management are in a position to realize their goals of a career in sport management. As the sixth leading industry in the United States, the sport industry growth has increased the need and opportunity for well-trained professional managers. The program incorporates critical business skills, infusing graduates with a sense of how to strategically think about the entire industry.

Accreditation

Accreditation Commission for Programs in Hospitality Administration
American Culinary Federation Educational Institute
Association of Collegiate Business Schools and Programs
European Council for Business Education
National Association for Sport and Physical Education
New England Association of Schools and Colleges
New Hampshire Postsecondary Education Commission
New Hampshire State Department of Education for
Teacher Certification
North American Society for Sport Management

Financial assistance is available for those who qualify and financial counseling is available to all students.

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