Bachelor of Science in Business Administration
Go Manage

Bachelor of Science in Business Administration

Advance your business career with Southern New Hampshire University’s Business Administration degree program. With more than 200 courses to choose from, our program ensures you’ll be ready to handle business challenges professionally from day one on the job.

The demand for trained managers and leaders has increased as business has grown more complex. Managers can no longer make decisions based on hunches or look to old solutions to solve new problems. Students in Southern New Hampshire University’s Business Administration degree program will learn how to be leaders and managers in today’s dynamic business environment.

The university’s business administration program emphasizes leadership, communication, accounting, behavioral dynamics and quantitative analysis. These business and management skills, complemented with the solid foundation provided by the core courses, prepare you to become a successful manager.

Choose a Concentration

The Bachelor of Science in Business Administration program includes concentrations that enable you to further focus your career path to your interests:

- Healthcare administration
- Human resource management
- Nonprofit management
- Organizational leadership
- Small business management

Pair with a minor in business or liberal arts, such as marketing, creative writing, information technology, sport management and many more, to explore other interests or further specialize your degree.

Career Outlook

The industry is very broadly defined for business administration majors, and graduates have a wide range of career options. Businesses of all sizes and types seek employees with degrees in business administration to move into entry-level and mid-level managerial and supervisory positions.

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<th>Prepare for careers in:</th>
<th>In businesses such as:</th>
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<tr>
<td>Banking</td>
<td>Banks and financial institutions</td>
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<td>Healthcare administration</td>
<td>Government agencies</td>
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<td>Human resources</td>
<td>Hospitals</td>
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<td>Insurance</td>
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<td>Management</td>
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<td>Marketing</td>
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<td>Retail stores</td>
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Concentrations

Healthcare Administration
Healthcare is one of the most rewarding and fastest-growing industries in the country. Elect the concentration in healthcare administration, and gain an in-depth understanding of healthcare organizations through sector-specific topic coverage in economics, reimbursement, delivery, quality management, research methods and human resource principles. This concentration covers healthcare-specific topics within the context of a general business course of study.

Human Resources Management
Gain the knowledge and skills to advance in one of the fastest-growing specialty areas in psychology. Focus on understanding the underpinnings of workplace behavior, employee satisfaction, leadership development and other factors contributing to the advancement of an organization’s performance through application of psychology theory.

Nonprofit Management
SNHU’s unique concentration in Nonprofit Management delves into the nature of nonprofit organizations. How does the day-to-day differ from for-profits? Specialized courses in management, accounting and fundraising issues unique to nonprofits show you how. Each helps equip you with the skills and knowledge you need to help a nonprofit organization fulfill its mission.

Organizational Leadership
If you want to improve your leadership skills, or you see yourself leading an organization, consider the Organizational Leadership concentration. This course of study incorporates a global perspective and emphasizes the development and understanding of leadership skills, group and intergroup dynamics, organizational structure, design, change, culture and power. Use these prized leadership skills in business, nonprofits and government organizations. Whatever your career goals, effective leadership skills are necessary for success in today’s fast-paced world.

Small Business Management
Attention entrepreneurs: Learn how to apply accounting, finance, human resources, management and marketing knowledge specifically to small businesses with this Small Business Management concentration. While big business is shrinking, small businesses are expanding — providing 55 percent of jobs nationally, according to the U.S. Small Business Administration. Gain the knowledge and skills to help make your venture successful.

Why SNHU?
As a private, nonprofit, accredited university, SNHU is committed to giving you the support you need to see yourself succeed. Here are just a few of the advantages of pursuing your online BS in Business Administration degree with SNHU:

• One of the most affordable undergraduate business programs in the country
• Classes taught by accomplished, real-world experts
• Focused and supportive academic advisors to guide you from day one
• Career advisors to help you network, interview and achieve your goals
• 24/7 access – complete your coursework when it’s most convenient for you

Accreditation
Association of Collegiate Business Schools and Programs
New England Association of Schools and Colleges

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