

ORGANIZATIONAL MANAGEMENT (BAS), EVENT PLANNING AND MANAGEMENT SPECIALIZATION

Previous Degree Required: A.S./A.A.
Eligible for Financial Aid: Yes
Delivery Method(s): On-Campus, Hybrid, Online
Location(s): All campuses and online
Limited Access: No
Program Testing Requirements: Not Required
Academic Community: BUSN
Program Code: OMBSEVNT
Classification of Instructional Programs (CIP) Code: 52.0299
Florida Department of Education CIP Code: 1105202991

This is a specialization of the BAS Organizational Management degree.

Students in the Event Planning and Management Specialization will complete core business coursework as part of their BAS Organizational Management degree, plus focus on event planning-intensive courses including hospitality and event management, convention services, social event planning, and advanced event and exposition management.

Refer to the [Bachelor of Applied Science \(BAS\) overview page](#) to find information about admission, graduation, general education and other requirements. Students who need technical electives will work with a bachelor's advisor to determine the courses best suited to their plan of study.

Visit the [program page](#) for more information.

Program of Study

Code	Title	Credit Hours
Associate Degree		60
Credits from earned Associate Degree		
General Education or Technical Concentration		21
Credits from General Education (for A.S. degree students) or Technical Concentration (for A.A. degree students)		
Organizational Management Major Courses		
ACG 3024	Accounting for Managers	3
BUL 3130	Legal, Ethical, and Social Aspects of Business	3
GEB 3213	Foundations of Managerial Communications	3
MAN 3240	Organizational Behavior	3
MAN 3303	Management and Leadership	3
MAN 4301	Human Resource Management	3
ECP 3703	Managerial Economics	3
or ECP 3530	Economics of Health and Healthcare Policy	
FIN 3402	Financial Management	3
or QMB 3250	Quantitative Methods for Business Decisions	
Event Planning and Management Specialization Courses		
HFT 3003	Introduction to Hospitality and Tourism	3

HFT 3519	Convention Services and Event Management	3
HFT 3542	Event Management	3
HFT 3791	Social Event Planning	3
HFT 4757	Advanced Event & Exposition Management	3
Total Hours:		120

In accordance with Florida Statute and Florida Administrative Code, students must

- Satisfy the [foreign language competency](#) requirement
- Satisfy the [Civic Literacy Graduation Requirement](#).

Course Sequence

Below is the recommended sequence for taking courses in this degree. Using this guide and meeting with your assigned advisor each term is the key to successful program completion.

Please note that course prerequisites, including required developmental math, reading, or writing, need to be completed to continue on to the more advanced course. Click on the course number to see the requirements.

Code	Title	Credit Hours
ACG 3024	Accounting for Managers	3
BUL 3130	Legal, Ethical, and Social Aspects of Business	3
HFT 3003	Introduction to Hospitality and Tourism ^{Fa, Sp}	3
HFT 3542	Event Management ^{Sp}	3
GEB 3213	Foundations of Managerial Communications	3
MAN 3240	Organizational Behavior	3
HFT 3519	Convention Services and Event Management ^{Sp}	3
HFT 3791	Social Event Planning ^{Fa}	3
MAN 3303	Management and Leadership	3
MAN 4301	Human Resource Management	3
ECP 3703	Managerial Economics	3
or ECP 3530	Economics of Health and Healthcare Policy	
FIN 3402	Financial Management	3
or QMB 3250	Quantitative Methods for Business Decisions	
HFT 4757	Advanced Event & Exposition Management ^{Fa}	3
Tech or Gen Ed Elective ¹		3
Tech or Gen Ed Elective ¹		3
Tech or Gen Ed Elective ¹		3
Tech or Gen Ed Elective ¹		3
Tech or Gen Ed Elective ¹		3
Tech or Gen Ed Elective ¹		3
Tech or Gen Ed Elective ¹		3
Total Hours:		60

¹ Select 21 credits to meet the general education requirement or technical elective requirement. Work with a bachelor's advisor to determine the courses needed.

FaCourse offered in fall term

SpCourse offered in spring term

* Course scheduling may be subject to change

Listed below are the approved courses that satisfy the Technical Concentration requirement for your degree program. Students must select their courses only from this designated list.

Please note that a single course may not be used to fulfill more than one requirement. For example, a course applied toward Technical Concentration cannot also be used as a Specialization course or applied to any other category.

Before finalizing your selections, be sure to confirm that you have not previously completed any of the courses you intend to use to meet the Technical Concentration. Work with a bachelor's advisor to determine the courses best suited to your plan of study.

Code	Title	Credit Hours	Code	Title	Credit Hours
ACG 2021	Financial Accounting	3	GIS 2040	Fundamentals of Geographic Information Systems	3
ACG 2071	Managerial Accounting	3	GIS 2047	Applications of GIS, GPS, and Remote Sensing	3
ACG 2100	Intermediate Accounting 1	3	GIS 2060	Advanced Geographic Information Systems	3
ACG 2450	Computerized Accounting	3	HFT 3003	Introduction to Hospitality and Tourism	3
ACG 3041	Applied Financial Accounting	3	HFT 3519	Convention Services and Event Management	3
ACG 3401	Accounting Information Systems	3	HFT 3542	Event Management	3
ACG 4341	Cost Accounting	3	HFT 3700	Tourism Management	3
ACG 4631	Essentials of Auditing	3	HFT 3770	Cruise-line Operations and Management	3
ADV 2000	Advertising	3	HFT 3791	Social Event Planning	3
BRC 4203	Banking Regulations and Compliance	3	HFT 4735	Tourism Geography	3
BUL 2241	Business Law 1	3	HFT 4755	Theme Park & Attraction Management	3
BUL 2242	Business Law 2	3	HFT 4757	Advanced Event & Exposition Management	3
CGS 2100	Microcomputer Applications	3	MAC 1105	College Algebra	3
CGS 2571	Microcomputer Applications-Advanced	3	MAC 1233	Essentials of Calculus	3
CTS 1142	Information Technology Project Management	3	MAN 2021	Business Management Principles	3
DSC 3079	Foundations of Public Safety Management	3	MAN 2043	Quality Management Control	3
DSC 3215	Emergency Planning	3	MAN 2125	Supervision and Performance Improvement	3
DSC 3226	National Incident Management	3	MAN 4320	Human Resource Recruitment and Selection	3
DSC 4016	Public Safety Policy and Law	3	MAN 4330	Compensation Management	3
DSC 4710	Public Safety Management Capstone	3	MAN 4350	Human Resource Professional Development	3
ECO 2013	Principles of Economics 1 (Macroeconomics)	3	MAN 4401	Employer and Labor Relations	3
ECO 2023	Principles of Economics 2 (Microeconomics)	3	MAN 4504	Operational Decision Making	3
ENC 2210	Technical Writing	3	MAN 4583	Project Management	3
ENT 2000	Introduction to Entrepreneurship	3	MAN 4720	Strategic Management and Decision Making	3
ENT 2112	Business Plans	3	MAN 4900	Capstone - Management and Leadership	3
ENT 2172	Opportunity Analysis and Franchising	3	MAN 4901	Capstone - Human Resource Management	3
ENT 2302	Funding Acquisition and Legal Issues	3	MAR 2011	Marketing Principles	3
ENT 2411	Small Business Accounting and Finance	3	MAR 2720	Marketing on the Internet	3
FIN 1100	Personal Finance	3	MAR 3023	Marketing Management	3
FIN 2000	Principles of Finance	3	MAR 3503	Consumer Behavior	3
FIN 3402	Financial Management	3	MAR 4202	Supply Chain Logistics Management	3
FIN 4232	Money, Banking, and Financial Markets	3	MAR 4613	Marketing Research	3
FIN 4323	Bank Operations and Management	3	MAR 4952	Capstone - Marketing Strategy	3
FIN 4414	Advanced Topics in Financial Management	3	MAT 1033	Intermediate Algebra	3
GEB 1011	Introduction to Business	3	MKA 1021	Principles of Selling	3
GEB 2002	Career Exploration in Business	3	MNA 2216	Inventory Management	3
GEB 2350	Principles of International Business	3	MNA 2300	Introduction to Human Resource Management	3
			MNA 2320	Human Resource Recruitment and Staffing	3
			MNA 2325	Human Resource Compensation and Benefits Administration	3
			OST 1100	Keyboarding 1	3
			OST 1110	Keyboarding 2	3
			OST 1324	Business Math and Office Accounting	3
			OST 1384	Customer Service	3
			OST 1435	Legal Terminology	3
			OST 1455	Medical Office Accounts	3
			OST 1581	Professional Development in the Work Environment	3
			OST 1582	Ethics at Work	3
			OST 1797	Social Media for Business	3
			OST 2335	Business Communications	3
			OST 2355	Records Management and Filing	3

OST 2402	Administrative Office Procedures	3
PAD 4003	Public Administration and Management	3
PAD 4034	Public Policy Development and Implementation	3
PAD 4144	Nonprofit Management Principles	3
PAD 4147	Resource Development in the Nonprofit Sector	3
PAD 4148	Volunteer Management	3
PAD 4223	Public Budgeting and Finance	3
PAD 4232	Grant Development and Administration	3
PAD 4325	Program Evaluation for Nonprofit Organizations	3
PAD 4330	Urban and Regional Planning	3
PAD 4806	Public Administration and Governance	3
REE 1040	Real Estate Principles	4
REE 1500	Introduction to Property Management	4
REE 2401	Florida Real Estate Law	4
SBM 2000	Small Business Management	3
SLS 2261	Leadership	3
SLS 2261H	Honors Leadership	3
SPM 3004	Introduction to Sports Management	3
SPM 3024	Issues in Sports	3
SPM 3104	Sports Facilities Management	3
SPM 3306	Sports Marketing	3
SPM 4505	Sports Finance	3
STA 2023	Statistics	3
STA 2023H	Honors Statistics	3
TAX 2000	Federal Tax Accounting 1	3
TAX 4001	Federal Income Tax Accounting	3
TRA 2010	Transportation	3
TRA 2098	Warehouse Management	3
TRA 2131	Purchasing	3
TRA 2142	Regulatory Compliance for Logistics Managers	3
TRA 2152	Operations Management	3
TRA 2154	Supply Chain Management	3

9. Demonstrate knowledge of appraisal and evaluation techniques for employee performance and commitment within the organization.
 - *Core Ability Supported: Think Critically and Solve Problems*
10. Apply management and leadership theories and practice in program and resource management.
 - *Core Ability Supported: Process Information*
11. Demonstrate the techniques leaders use to motivate and evaluate individuals and teams.
 - *Core Ability Supported: Work Cooperatively*

Learning Outcomes

1. Analyze managed and commercial services operations in hospitality.
 - *Core Ability Supported: Model Ethical and Civic Responsibility*
2. Evaluate international aspects of MEEC (meetings, expositions, events, and conventions).
 - *Core Ability Supported: Model Ethical and Civic Responsibility*
3. Analyze challenges involved in marketing cultural events and festivals.
 - *Core Ability Supported: Model Ethical and Civic Responsibility*
4. Evaluate social event planning and sustainable practices.
 - *Core Ability Supported: Think Critically and Solve Problems*
5. Evaluate marketing and destination branding.
 - *Core Ability Supported: Think Critically and Solve Problems*
6. Apply ethical practices in a business environment.
 - *Core Ability Supported: Model Ethical and Civic Responsibility*
7. Demonstrate financial management, capital budgeting, and assets management skills expected of an organizational manager.
 - *Core Ability Supported: Think Critically and Solve Problems*
8. Demonstrate written and oral presentation skills expected of an organizational manager.
 - *Core Ability Supported: Communicate Effectively*