

EVENT PLANNING AND MANAGEMENT SPECIALIZATION - ORGANIZATIONAL MANAGEMENT, BACHELOR OF APPLIED SCIENCES

Program Code: OMBSEVNT

Meta-Major: BUSN

Location(s): Cocoa, Melbourne, Palm Bay, Titusville, Online

Delivery Method(s): On-Campus, Hybrid, Online

Previous Degree Required: AS/AA

Eligible for Financial Aid: Yes

Additional Limited Access Application Process Required: No

Program Testing Requirements:

Classification of Instructional Programs (CIP) Code: 52.0299

Florida Department of Education CIP Code: 1105202991

Students can only select one major and one specialization.

Students in the Event Planning and Management track will complete core business coursework as part of their Organizational Management Bachelor of Applied Science degree — plus focus on event planning-intensive courses including hospitality and event management, convention services, social event planning, and advanced event and exposition management. [Visit the program page for more details and how to apply.](#)

Specialization Requirements

Code	Title	Credit Hours
Associate Degree		
Complete Associate Degree		60
General Education or Technical Concentration		
General Education (for A.S. degree students) or Technical Concentration (for A.A. degree students) ¹		21
Organizational Management - Core 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 3530	Economics of Health and Healthcare Policy ²	3
or ECP 3703	Managerial Economics	
FIN 3402	Financial Management ³	3
or QMB 3250	Quantitative Methods for Business Decisions	
Event Planning and Management Specialization		
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 Credit Hours		120

1

Students in the **Accounting Specialization must take** ACG 2021 Financial Accounting, ACG 2071 Managerial Accounting, ACG 2100 Intermediate Accounting 1 **as part of their 21 General Education or Technical Concentration** if they have not satisfied these specialization requirements with their associate degree.

2

Students in the Healthcare Management specialization should take ECP 3530 Economics of Health and Healthcare Policy.

3

Students in Banking and Financial Management specialization only will take both courses (see OMBSBFI specialization).

Learning Outcomes: Event Planning Management BAS Track

- Analyze managed and commercial services operations in hospitality.
 - Supports Core Ability: Model Ethic and Civic Responsibility
- Evaluate international aspects of MEEC (meetings, expositions, events, and conventions).
 - Supports Core Ability: Model Ethic and Civic Responsibility
- Analyze challenges involved in marketing cultural events and festivals.
 - Supports Core Ability: Model Ethic and Civic Responsibility
- Evaluate social event planning and sustainable practices.
 - Supports Core Ability: Think Critically and Solve Problems
- Evaluate marketing and destination branding.
 - Supports Core Ability: Think Critically and Solve Problems