

GENERAL BUSINESS SPECIALIZATION - ORGANIZATIONAL MANAGEMENT, BACHELOR OF APPLIED SCIENCE

Program Code: OMBSBUMG

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 may receive a specific A.S./B.A.S. degree only one time. While students may take courses from multiple specializations, however, the degree will be awarded only once.

The General Business Bachelor's Degree specialization is designed to prepare students for roles as chief executives, labor relations managers, entrepreneurs, operations managers, personnel recruiter, sales managers, administrative service managers, social and community service managers and management analysts. The options are virtually endless since most career fields are actively seeking effective managers and leaders. [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)		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 ¹	3
or ECP 3703	Managerial Economics	
FIN 3402	Financial Management ²	3
or QMB 3250	Quantitative Methods for Business Decisions	
General Business Specialization		
ACG 4341	Cost Accounting	3
MAN 4504	Operational Decision Making	3
MAN 4583	Project Management	3

MAN 4720	Strategic Management and Decision Making	3
MAN 4900	Capstone - Management and Leadership	3
Total Credit Hours		120

1

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

2

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

Learning Outcomes: General Business BAS

- Demonstrate the techniques leaders use to motivate and evaluate individuals and teams.
 - Supports Core Ability: Work Cooperatively*
- Apply ethical practices in a business environment.
 - Supports Core Ability: Model Ethical and Civic Responsibility*
- Demonstrate budgeting, computational and accounting techniques as it relates to management decision making.
 - Supports Core Ability: Think Critically and Solve Problems*
- Apply management and leadership theories and practice in program and resource management.
 - Supports Core Ability: Process Information*
- Analyze strategies and frameworks used by leaders to initiate change in organizations.
 - Supports Core Ability: Think Critically and Solve Problems*
- Demonstrate written and oral presentation skills expected of an organizational manager.
 - Supports Core Ability: Communicate Effectively*
- Apply operational decision-making to develop a business improvement plan.
 - Supports Core Ability: Think Critically and Solve Problems*