

TRAVEL AND TOURISM MANAGEMENT SPECIALIZATION - ORGANIZATIONAL MANAGEMENT, BACHELOR OF APPLIED SCIENCE

Program Code: OMBSTRTO
Meta-Major: BUSN
Location(s): Cocoa, Online
Delivery Method(s): 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.

Students in the Travel and Tourism track will complete core business coursework as part of their Organizational Management Bachelor of Applied Science degree – plus focus on specialized courses including hospitality and event management, cruise line operations, tourism, theme park and attractions 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)		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	
Travel and Tourism Management Specialization		
HFT 3003	Introduction to Hospitality and Tourism	3
HFT 3700	Tourism Management	3

HFT 3770	Cruise-line Operations and Management	3
HFT 4735	Tourism Geography	3
HFT 4755	Theme Park & Attraction Management	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: Travel & Tourism Management BAS Track

- Analyze delivery of quality tourism services.
 - Supports Core Ability: Model Ethic and Civic Responsibility
- Analyze pertinent maritime issues and legislation.
 - Supports Core Ability: Model Ethic and Civic Responsibility
- Analyze geographical regions, climate, and major features of tourism infrastructure.
 - Supports Core Ability: Model Ethic and Civic Responsibility
- Evaluate theme park branding.
 - Supports Core Ability: Think Critically and Solve Problems