

ORGANIZATIONAL MANAGEMENT

marketing

management

EVENING & ONLINE

REQUIRED COURSEWORK

(33-48 SEMESTER HOURS PLUS APPROVED ASSOCIATE DEGREE)

An approved Associate Degree plus the following courses:

ACC 210 - Financial Accounting Principles

BUS 301 - Management Information Systems

BUS 330 - Management Principles

BUS 410 - Business Law I

BUS 491 - Business Policy and Strategy (WI)

ECN 230 - Principles of Microeconomics

MKT 350 - Marketing Principles

Completion of at least one of the following emphases:

- Business Economics
- Communication
- Cooperative Education
- Digital Marketing
- Finance
- Forensic/Fraud
- Healthcare Management
- Hospitality Management
- Human Resource Management
- Insurance
- International Business
- Management
- Nonprofit Management
- Retail Management
- Sales Management
- Sport Management
- Student Designed

Organizational Management, is a unique program offered to students who come to Lakeland having already completed an associate degree in a technical or highly specialized field at a two-year college or technical school. The program allows those experienced students to build upon their expertise by adding a full range of business, accounting, and economics courses. With the "management side" of their specialty then completed, those students can graduate with a Bachelor of Arts degree in organizational management that references their specific field.

Students who have successfully completed a B.A. in Organizational Management from Lakeland University should be able to:

- Explain the major concepts in the functional areas of accounting, economics, marketing, management, leadership, and management information systems.
- Construct and present effective oral and written forms of professional communication.
- Identify the key legal and ethical issues related to contemporary business conduct.

*Notes: See page 2
for notes.*



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Education designed for the working adult.

NOTES

A student completing a major in Organizational Management is not eligible to earn a major or minor in Business Administration.

A student completing a major in Organizational Management is not eligible to earn a minor in Cooperative Education. * A student is not eligible to complete Cooperative Education emphasis requirements of other majors.

Students pursuing two or more Business and Entrepreneurship majors requiring completion of an emphasis must select a separate emphasis area for each major, mindful of any emphasis restrictions.

INTERDISCIPLINARY STUDIES

RHETORICAL SKILLS

GEN 110 - Composition I: Academic Writing

GEN 112 - Composition II: Argumentation and Research

QUANTITATIVE SKILLS

MAT 130 - Intermediate Algebra

or

MAT 150 - Statistics for Everyday Life

THE CRITICAL THINKING CORE SEQUENCE

GEN 130 - General Studies Core I: Foundations of Critical Thinking (*Exempt with at least 30 transfer credits*)

GEN 3XX - General Studies Core II: Exploring the Human Condition (*Exempt with at least 75 transfer credits*)

GEN 4XX - General Studies Core III: Shaping the Future

DISTRIBUTIONAL STUDIES

Select a minimum of 3 semester hours from 7 of the 8 following categories:

Art, Music and Theatre (ART, GDN, MUS, THE)

History and Political Science (HIS, POL)

Literature and Writing (ENG, WRT)

Excludes ENG 230, WRT 211 and WRT 212

Mathematics (MAT)

Excludes MAT 130 and MAT 150

Natural Sciences (BIO, CHM, PHY and GEN 183)

Philosophy and Religion (PHI, REL)

Social Sciences (ANT, CRJ, DVS, ECN, SOC, PSY)

World Languages (CHI, GER, JPS, SPA or other)

Upon completion of the requirements for the Bachelor of Arts degree through the Lakeland University evening, weekend and online program, degree-earning students will have:

- earned at least 120 semester hours of college credit, with a minimum of 30 semester hours having been completed through Lakeland University;
- satisfied the requirements of at least one academic major;
- completed the General Studies requirements; and
- maintained a cumulative 2.0 grade point average in both the major and in all coursework taken through Lakeland University.

The Lakeland University evening, weekend and online program's liberal arts component enables students to develop the necessary skills and knowledge to communicate clearly, inquire methodically, evaluate rationally and reason validly. These skills are developed through courses in:

- Distributional Studies, which develop knowledge in areas outside the major; and
- Interdisciplinary Studies, which encourage the integration of knowledge and values.



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