

# Graduate Programs FAQs for 2015-2016







# FAQs

- What is the vision for Rosen College's graduate programs?
- What is the Rosen College of Hospitality Management "Advantage?"  
Why study at Rosen College?
- What will your graduate experience be like at Rosen College?



UNIVERSITY OF CENTRAL FLORIDA

ROSEN COLLEGE OF  
HOSPITALITY MANAGEMENT



# Vision

“By 2020, Rosen College will ... be the recognized international home of academically-rich and professionally-relevant graduate education in the fields of Hospitality, Tourism and Events”



# The Rosen College Advantage

- Leader of hospitality education for over 30 years
- World-renowned faculty with industry and research experience represent more than 15 countries
- A comprehensive and flexible hospitality and tourism management curriculum is offered in person, online or as mixed mode which enables you to customize your learning around your schedule and budget
- Many graduates rise to senior management in 2 to 3 years
- Network with rapidly growing alumni base of 6,300 Rosen College graduates worldwide
- Faculty are editors of top academic journals including *International Journal of Hospitality Management*, *International Journal of Contemporary Hospitality Management* and the *Journal of Destination Marketing & Management*
- Located in Orlando – the heart of one of the world’s premier tourist destinations, which welcomes 60 million visitors each year
- Home of Florida’s first stand-alone Ph.D. program in hospitality management



# Your Graduate Experience

- Customize your degree program with your preferred blend of in-person, online or mixed-mode classes
- Engage in a diverse, balanced curriculum of academic and practical coursework
- Immerse yourself in a dynamic and innovative learning environment where you will benefit from the experiences, networks and research interests of our world-class faculty and industry partners
- Join a collaborative community where students learn from peers, alumni, faculty and practitioners
- Benefit from a curriculum endorsed by industry stakeholders
- Take advantage of a world-class location for hospitality and event professionals in Orlando's epicenter of global tourism





# FAQs

- What programs and degrees does the Rosen College of Hospitality Management offer?
- What does an “ideal” candidate look like?
- What are the key features of the master’s program?
- What pre-requisite courses will I need (if any)?
- What graduate certificate programs are available?





# Programs and Degrees

- M.S. in Hospitality and Tourism Management
- M.S. in Hospitality and Tourism Management – MD Track
- Graduate Certificate in Event Management
- Graduate Certificate in Destination Marketing and Management
- Ph.D. in Hospitality Management



# Master of Science in Hospitality and Tourism Management

- The ideal candidate:
  - Is a professional working in a position related to hospitality, tourism or events
  - Holds an undergraduate degree in hospitality, business management, or a related discipline
  - Understands that advanced educational training is required to be competitive in a thriving hospitality, tourism and event industry





# Master of Science in Hospitality and Tourism Management

- Fully-flexible program starting Fall 2015 (i.e. online, face-to-face, mixed)
  - Our master's program can be taken completely online, in person or a combination of both online and in person. All courses are taught by full-time faculty.
  - There is no tuition cost difference between online and face-to-face courses; in-state tuition applies for Florida residents.
- Thesis and Non-Thesis Options (both 33 credit hours)
  - The Thesis option is only available to students completing the program face-to-face or mixed mode
- Required and Elective Courses
  - The master's program has 6 required courses (all available online, face-to-face and mixed) with a choice of 16 electives
- Majority of face-to-face classes taught weekdays from 6 pm to 8.50 p.m.
- Mixed delivery of HMG 6245 (Fri-Sat)
  - This is the only course which involves weekend study (one weekend per course)
- Student programming, industry mentoring and volunteering opportunities



# Required Courses

All available Online, Face-to-Face or Mixed

- HMG 6245 Managing Hospitality and Guest Services Organizations (3 credit hours)
- HMG 6477 Financial Analysis of Hospitality Enterprises (3 credit hours)
- HMG 6596 Strategic Marketing in Hospitality and Tourism (3 credit hours)
- HMG 6228 Critical Issues in Hospitality Human Resources (3 credit hours)
- HMG 6585 Data Analysis in Hospitality and Tourism Research (3 credit hours)
- HMG 6296 Hospitality/Tourism Strategic Issues (3 credit hours - **Capstone course**: This course is the final course your take prior to graduation)



# Electives – Non-Thesis Option

FF/M = Face-to-Face/Mixed

Each Elective is delivered a minimum of once every two years

- FSS 6365 Management of Food Service Operations (3 credit hours) **FF/M**
- HMG 6251 The Management of Lodging Operations (3 credit hours) **FF/M**
- HMG 6710 International Tourism Management (3 credit hours) **ONLINE**
- HMG 6586 Research Methods in Hospitality and Tourism (3 credit hours) **FF/M**
- HMG 6227 Advanced Training and Development in the Hospitality Industry (3 credit hours) **FF/M**
- HMG 6446 Hospitality/Tourism Information Technology (3 credit hours) **ONLINE**
- HMG 6529 Vacation Ownership Resort Sales Management (3 credit hours) **FF/M**
- HMG 6566 Principles of Destination Marketing and Management (3 credit hours) **ONLINE**
- HMG 6533 Hospitality/Tourism Industry Brand Management (3 credit hours) **ONLINE**
- HMG 6476 Feasibility Studies for the Hospitality/Tourism Enterprises (3 credit hours) **FF/M**
- HMG 6267 Case Studies in Restaurant Management (3 credit hours) **FF/M**
- HMG 6347 Advanced Vacation Ownership Resort Planning (3 credit hours) **FF/M**
- HMG 6528 Convention and Conference Sales and Services (3 credit hours) **ONLINE**
- HMG 6738 Tourism Industry Analysis (3 credit hours) **ONLINE**
- HMG 6756 Mega-Events (3 credit hours) **ONLINE**
- HMG 6797 Event Administration (3 credit hours) **ONLINE**



UNIVERSITY OF CENTRAL FLORIDA

ROSEN COLLEGE OF  
HOSPITALITY MANAGEMENT





# Electives – Thesis Option

- HMG 6586 Research Methods in Hospitality and Tourism (3 credit hours)
- HMG 6971 Thesis (research for thesis option only; 6 credit hours)
- Electives chosen from the previous list (6 credit hours)
- *For those students in the thesis option, a thesis defense is required. Thesis defenses will be approved by a majority vote of the Thesis Advisory Committee. Further approval is required by the Dean of the Rosen College of Hospitality Management and the UCF College of Graduate Studies before final acceptance of the thesis in fulfilling degree requirements.*



# Prerequisite Courses

- For students with undergraduate majors in Hospitality Management or Business Administration, there will be no undergraduate course prerequisites, provided they have successfully completed an undergraduate course in statistics with a grade of "C" or higher.
- For industry professionals with an undergraduate degree in a discipline other than Hospitality Management or Business Administration, the following three undergraduate courses are required to be completed with a grade of "B" or higher within the first year of course work in the program:
  - HFT 3431 Hospitality Industry Managerial Accounting
  - HFT 3540 Guest Services Management
  - HFT 4295 Strategic Management in Hospitality Industry
- These students would also have to have successfully completed an undergraduate course in statistics with a grade of "C" or higher within the first year of course work in the program.





# Prerequisite Courses

- For applicants with undergraduate degrees in disciplines other than Hospitality Management or Business Administration and no significant hospitality industry experience, the following five undergraduate courses are required to be completed with a grade of "B" or higher within the first year of course work in the program:
  - HFT 1000 Introduction to the Hospitality and Tourism Industry
  - HFT 3540 Guest Services Management
  - HFT 4295 Strategic Management in Hospitality Industry
  - HFT 2401 Hospitality Industry Financial Accounting
  - HFT 3431 Hospitality Industry Managerial Accounting
- These students would also have successfully completed an undergraduate course in statistics with a grade of "C" or higher within the first year of course work in the program.





# Graduate Certificate in Event Management

- This certificate program is a 9-credit, fully-online course and is delivered over a calendar year
- It can be taken at the same time as a master's, but requires a separate application
- HMG 6796 Event Administration (Fall term)
- HMG 6528 Convention and Conference Sales and Service (Spring term)
- HMG 6756 Mega Events (Summer term)
- A minimum of 2 years of full-time, post-undergraduate work experience is required for admission
- 9 credits can be applied toward our M.S. at a later date



# Graduate Certificate in Destination Marketing and Management

- This certificate program is a 9-credit, fully-online course and is delivered over a calendar year
- It can be studied at the same time as a Masters but will require a separate application
- HMG 6710 International Tourism Management (Fall term)
- HMG 6566 Principles of Destination Marketing & Management (Spring term)
- HMG 6738 Tourism Industry Analysis (Summer term)
- A minimum of 2 years full-time post-undergraduate work experience is required for admission
- 9 credits can be applied toward our M.S. at a later date



# FAQs

- What are the admission requirements for the Masters and Graduate Certificate programs?
- What if I have a GPA below 3.0? *UCF operates a "quota policy" whereby 20% of all graduate admissions can be at this level. However, it will always depend on the number of admissions at the 3.0 level or above. If you have scored below a 3.0 GPA please contact [alan.fyall@ucf.edu](mailto:alan.fyall@ucf.edu) for further clarification.*
- Do I need the GRE / GMAT?
- What do I write in my Goal Statement? *This is your opportunity to outline in 500 words why you wish to come on the program, what you think you will contribute to the program and how you feel the program will enhance you both personally and professionally.*
- Do international students require a TOEFL test score?







## Admission to Masters and Graduate Certificate Programs

- In addition to the [general UCF graduate application requirements](#) (i.e. GPA 3.0 or above) applicants to this program must provide:
  - US Applicants - [http://www.admissions.graduate.ucf.edu/us\\_applicants/](http://www.admissions.graduate.ucf.edu/us_applicants/)
  - INTERNATIONAL Applicants - [http://www.admissions.graduate.ucf.edu/International\\_Applicants/Admission\\_Requirements/](http://www.admissions.graduate.ucf.edu/International_Applicants/Admission_Requirements/)
  - One official transcript (in a sealed envelope) from each college/university attended
  - Goal statement
  - Résumé
  - Three letters of recommendation
  - **The GRE/GMAT is not required, however, the Admissions Committee may ask for the GRE/GMAT to strengthen a candidate's application package.**
- Applicants applying to this program who have attended a college/university outside the United States must provide a course-by-course credential evaluation with GPA calculation. Credential evaluations are accepted from [World Education Services \(WES\)](#) or [Josef Silny and Associates, Inc.](#) only.
- The UCF Rosen College has established a minimum TOEFL score of 80 (with 20 or above in each category) (iBT), 220 (Computer), or 560 (Paper). Although we prefer the TOEFL, we will accept IELTS scores of 6.5 or higher as an equivalent.





# FAQs

- What are the admission requirements for the Ph.D. program?
- Do I need the GRE / GMAT?
- What do I write in my Goal Statement? *This is your opportunity to outline in 500 words why you wish to come on the program, what you think you will contribute to the program and how you feel the program will enhance you both personally and professionally.*
- Do international students require a TOEFL test score?





## Admission to the Ph.D. Program

- In addition to the [general UCF graduate application requirements](http://www.admissions.graduate.ucf.edu/general_requirements) (i.e. GPA 3.0 or above) applicants to this program must provide:
  - US Applicants - [http://www.admissions.graduate.ucf.edu/us\\_applicants/](http://www.admissions.graduate.ucf.edu/us_applicants/)
  - INTERNATIONAL Applicants - [http://www.admissions.graduate.ucf.edu/International\\_Applicants/Admission\\_Requirements/](http://www.admissions.graduate.ucf.edu/International_Applicants/Admission_Requirements/)
  - One official transcript (in a sealed envelope) from each college/university attended
  - Goal statement
  - Résumé
  - Three letters of recommendation
  - **The GRE/GMAT is required. We do not set a benchmark score but encourage you to do the very best you can with all parts of the test as admission onto our Ph.D. program is very competitive.**
- Applicants applying to this program who have attended a college/university outside the United States must provide a course-by-course credential evaluation with GPA calculation. Credential evaluations are accepted from [World Education Services \(WES\)](http://www.wes.org) or [Josef Silny and Associates, Inc.](http://www.josefsilny.com) only.
- The UCF Rosen College has established a minimum TOEFL score of 80 (with 20 or above in each category) (iBT), 220 (Computer), or 560 (Paper). Although we prefer the TOEFL, we will accept IELTS scores of 7.0 or higher as an equivalent.







# FAQs

- What is the structure of the Ph.D. program?
- What is the application process and timeline?
- Are sponsorships available? *Yes, up to 6 fully-funded scholarships are available each year which cover all tuition costs and pays a stipend of \$15,000 per year. Additional scholarships and fellowships are available on a competitive basis upon admission.*
- Are there opportunities for Graduate Teaching (GTA) and/or Research Assistantships (GRA)? *Yes, each fully-funded student will benefit from GTA and/or GRA opportunities throughout four years of study.*





# Ph.D. in Hospitality Management

- Florida's first stand-alone Ph.D. in Hospitality Management
- Required Courses – 43 credit hours (core – 16, specialization – 27)
- Dissertation – 15 credit hours
- Candidacy – *normally takes place at the end of your second year of study.*
- Final Examination (i.e. Dissertation)



# Ph.D. in Hospitality Management

- Application Deadlines
  - Domestic – Dec 20 (priority) or Feb 15
  - International – Dec 20 (priority) or Jan 15
  - International Transfer Applicants – Dec 20 (priority) or Feb 15
- Shortlisting – February 2016
- Interviews and Offers – March 2016
- Program Starts – Fall 2016
- Generous Financial Aid Package, Graduate Teaching Assistants (GTAs) and Graduate Research Assistants (GRAs)





# FAQs

- How much do the programs cost? *All graduate programs within the College are charged by credit hours with the current (as of May 12, 2015) cost being \$369.65 (for 1 credit hour) for In-State students and \$1,194.05 (for 1 credit hour) for Out-of-State students.*
- What benefits will I receive from joining the program?
- Can I read any testimonials from former students? *Yes, please follow the below link - <https://hospitality.ucf.edu/students/prospective-students/graduate-admissions/testimonials/>*
- Who do I contact if I have further questions? Please contact [alan.fyall@ucf.edu](mailto:alan.fyall@ucf.edu) or [kathy.king@ucf.edu](mailto:kathy.king@ucf.edu)





# Join Us

- *Our graduate programs are designed for well-rounded individuals who bring unique insight to the classroom. The admissions committee evaluates candidates on many factors, including work experience, professional character, leadership qualities, degree of motivation and demonstrated scholastic ability.*
- Upon completion of this program, a student is:
  - Well prepared for higher-level management and leadership positions with the knowledge, connections and experience to gain a competitive edge in the marketplace
  - A mature, self-confident and well-connected professional who will apply high-level academic knowledge to real-world management problems
  - Equipped to handle the analytical, financial, logistical, operational and management challenges that managers face on a daily basis.



# Student Testimonials

**Daniel Veingard, Fall 2014**

Travel Industry Sales Coordinator,  
Universal Orlando Resort

*"The Graduate program gave me a competitive advantage in the job market by exposing me to prominent industry leaders who challenged my strategic thinking".*

**Adam Militello, Fall 2014**

Business Analyst  
SeaWorld Parks & Entertainment

*"The Master's program at UCF's Rosen College of Hospitality Management showcases leadership, professional development, and industry expertise that supports my career as a business analyst with SeaWorld Parks & Entertainment".*



UNIVERSITY OF CENTRAL FLORIDA

ROSEN COLLEGE OF  
HOSPITALITY MANAGEMENT





# Graduate Programs' Contacts

**Alan Fyall, Ph.D.**

Orange County Endowed Professor of Tourism  
Marketing & Graduate Programs Director

407-903-8808 – [alan.fyall@ucf.edu](mailto:alan.fyall@ucf.edu)

**Kathy King**

Graduate Programs Coordinator

407-903-8024 – [kathy.king@ucf.edu](mailto:kathy.king@ucf.edu)



**For more information, please visit:**  
[hospitality.ucf.edu/graduateadmissions](https://hospitality.ucf.edu/graduateadmissions)

