

Graduate Programs' Information FAQs – 2016-17



Upgrade your career.

Earn a master's degree in Hospitality and Tourism Management.





FAQs

- What is the Vision of the Rosen College of Hospitality Management Graduate Programs?
- What is the Rosen College of Hospitality Management “Advantage” – Why study at the Rosen College of Hospitality Management?
- What will your Graduate Experience be like at the 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 representing more than 17 countries
- A comprehensive and flexible hospitality and tourism management curriculum offered **face-to-face, online** or as **mixed-mode** which enables you to customize your learning around your schedule and budget
- Highly experienced team of online educators providing cutting-edge curriculum
- 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 **face-to-face**, **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
- Learn from a team of experienced educators who specialize in providing cutting-edge online curriculum
- Take advantage of a world-class location for hospitality and event professionals in Orlando's epicenter of global tourism



FAQs

- What programs and degrees are delivered at the Rosen College of Hospitality Management?
- 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

- Hospitality & Tourism MS – HSPMS
- Hospitality & Tourism MS (**Online Track**) – ZHOSPMGMTM
- Hospitality & Tourism MS (MD Track) – HSPMS-MD

- Destination Marketing & Management Certificate – HMDMC
- Destination Marketing & Management Certificate (**Online Track**) – ZHOSPDMMC
- Event Management Certificate – HMEMC
- Event Management Certificate (**Online Track**) – ZHOSPEVMAN

- Hospitality Management PhD - HMPHD



Hospitality & Tourism Management MS

- 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



Hospitality & Tourism Management MS

- Hospitality & Tourism MS – HSPMS
- Hospitality & Tourism MS (**Online Track**) – ZHOSPMGTM
- Hospitality & Tourism MS (MD Track) – HSPMS-MD

- Fully-flexible delivery (i.e. online, face-to-face, mixed) and fully-online **Online Track**
 - There is one Master’s program but with two delivery modes: (1) our traditional (flexible) mode which means that you can study via online, face-to-face and/or mixed-mode course; (2) our new fully-online mode (**Online Track**) where all courses have to be taken online.
 - The tuition & fees for the fully-online program (**Online Track**) are slightly less than the traditional (flexible) program but: (1) once enrolled on the fully-online program you are not able to switch to the traditional (flexible) program; (2) your choice of electives is slightly restricted on the fully-online program.
 - The only other tuition differentials are for In-State and Out-of-State students

- Required and Elective Courses
 - The Master’s program has 6 required courses (all available face-to-face, mixed and online) with a choice of 16 electives (with a mix of modalities available) ** your choice of electives is slightly restricted on the fully-online program **



Hospitality & Tourism Management MS

- Hospitality & Tourism MS – HSPMS
- Hospitality & Tourism MS (**Online Track**) – ZHOSPMGTM
- Hospitality & Tourism MS (MD Track) – HSPMS-MD

- Thesis and Non-Thesis Options (both 33 credit hours)
 - The Thesis option is only available in face-to-face or mixed modalities (i.e. it is not available if you select the **Online Track**)

- Majority of face-to-face classes use 6.00 pm to 8.50 pm time slots

- Mixed delivery of HMG 6245 (Fri-Sat)
 - This is the only course which involves weekend study (one weekend per course)
 - If you select the **Online Track** then you will only need to visit Orlando twice throughout your entire program – once for this one-weekend course and once for your graduation

- Rolling event program, industry mentoring, volunteering and fundraising



Required Courses

All available Face-to-Face, Mixed or Online

- 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 very last course you 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 and MIXED**
- 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 and MIXED**
- 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 and MIXED**
- HMG 6738 Tourism Industry Analysis (3 credit hours) **ONLINE and MIXED**
- HMG 6756 Mega-Events (3 credit hours) **ONLINE and MIXED**
- HMG 6797 Event Administration (3 credit hours) **ONLINE and MIXED**



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

- *** Please note that very few of the prerequisite courses are available online. Hence, you are advised to take them either at UCF face-to-face or at an institution closer to your home. If the latter, then please ensure that you verify with the Graduate Team before enrolling so we can check that they meet our "equivalence" threshold ***
- 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 "may" be required to be completed with a grade of "B" or higher within the first year of course work in the program (decisions are made at the discretion of the Graduate Recruitment Team):
 1. HFT 3431 Hospitality Industry Managerial Accounting
 2. HFT 3540 Guest Services Management
 3. 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

- *** Please note that very few of the prerequisite courses are available online. Hence, you are advised to take them either at UCF face-to-face or at an institution closer to your home. If the latter, then please ensure that you verify with the Graduate Team before enrolling so we can check that they meet our "equivalence" threshold ***
- 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 "may" be required to be completed with a grade of "B" or higher within the first year of course work in the program. (decisions are made at the discretion of the Graduate Recruitment Team):
 1. HFT 1000 Introduction to the Hospitality and Tourism Industry
 2. HFT 3540 Guest Services Management
 3. HFT 4295 Strategic Management in Hospitality Industry
 4. HFT 2401 Hospitality Industry Financial Accounting
 5. 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

- Event Management Certificate – HMEMC
- Event Management Certificate (**Online Track**) – ZHOSPEVMAN
- This is a 9-credit (3-course) graduate certificate program which can be taken either fully-online (**Online Track**) or in traditional (flexible) mode whereby courses are delivered online and/or in mixed mode
- Both the fully-online (**Online Track**) and traditional (flexible) graduate certificates can be taken over a calendar year
 - HMG 6796 Event Administration (Fall term)
 - HMG 6528 Convention and Conference Sales and Service (Spring term)
 - HMG 6756 Mega Events (Summer term)
- The certificate can be studied at the same time as a Masters but will require a separate application (9 credits can be transferred to our MS at a later date)
- The tuition & fees for the fully-online certificate (**Online Track**) are slightly less than the traditional (flexible) certificate but once enrolled on the fully-online certificate you are not able to switch to the traditional (flexible) certificate
- A minimum of 2 years full-time post-undergraduate work experience is required for admission



Graduate Certificate in Destination Marketing & Management

- Destination Marketing & Management Certificate – HMDMC
- Destination Marketing & Management Certificate (**Online Track**) – ZHOSPDMMC
- This is a 9-credit (3-course) graduate certificate program which can be taken either fully-online (**Online Track**) or in traditional (flexible) mode whereby courses are delivered online and/or in mixed mode
- Both the fully-online (**Online Track**) and traditional (flexible) graduate certificates can be taken over a calendar year
 - HMG 6710 International Tourism Management (Fall term)
 - HMG 6566 Principles of Destination Marketing & Management (Spring term)
 - HMG 6738 Tourism Industry Analysis (Summer term)
- The certificate can be studied at the same time as a Masters but will require a separate application (9 credits can be transferred to our MS at a later date)
- The tuition & fees for the fully-online certificate (**Online Track**) are slightly less than the traditional (flexible) certificate but once enrolled on the fully-online certificate you are not able to switch to the traditional (flexible) certificate
- A minimum of 2 years full-time post-undergraduate work experience is required for admission



Graduate Certificates

- Students currently admitted to a graduate degree program can apply and are eligible to enroll in graduate certificate programs. In addition, individuals who have previously completed bachelor's, master's, or doctoral degrees are eligible to enroll in certificate programs. In order to apply to a graduate certificate program, students must submit the following: an online admissions application, official transcripts, an academic goal statement, current resume and pay the \$30 application fee.
- Students must earn course grades of "B-" or better to get credit toward the certificate. However, the certificate will only be awarded if the graduate status GPA in the certificate program of study is 3.0 or higher.
- Students nearing completion of a graduate certificate program must complete the online **Intent to Graduate (ITG) Form** by logging into myUCF and navigating to the Student Center Academics > Undergraduate and Graduate Careers > Intent to Graduate: Apply. **ITG form should be filed online no later than the last day of registration for the semester of graduate certificate completion.**
- Students will only be processed for completion of a graduate certificate if they have previously submitted a certificate application form, have been formally admitted to the program, and have filed an ITG. **Students must be enrolled in the semester in which the graduate certificate is being completed.**



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 Kathy.king@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/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/
 - INTERNATIONAL Applicants - http://www.admissions.graduate.ucf.edu/International_Applicants/Admission_Requirements/
 - One official transcript (in a sealed envelope) from each college/university attended
 - 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*)
 - 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](#) (i.e. GPA 3.0 or above) applicants to this program must provide:
 - US Applicants - http://www.admissions.graduate.ucf.edu/us_applicants/
 - INTERNATIONAL Applicants - http://www.admissions.graduate.ucf.edu/International_Applicants/Admission_Requirements/
 - One official transcript (in a sealed envelope) from each college/university attended
 - 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*)
 - 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 \(WES\)](#) 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 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 \$20,000 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 the 4 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 – *this normally will take 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 2017
- Interviews and Offers – March 2017
- Commence – Fall 2017
- Generous Financial Aid Package (\$20,000 per annum), 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 February, 2016) 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.*
- The tuition & fees for the fully-online programs/certificate (**Online Tracks**) are slightly less than the traditional (flexible) programs/certificates. However, once enrolled onto a fully-online program/certificate you are not able to switch to traditional (flexible) programs/certificates while your choice of electives is likely to be restricted to those that are delivered solely online.
- 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 or 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

Felipe Robine, Current Student

Director of Product, Orlando
Tourico Holidays

“The content, flexibility and guidance that the graduate program offers is truly astonishing. Our professors and counselors are available around the clock to answer any questions or provide guidance toward our academic goals”.

Adam Militello, Fall 2014

Business Analyst
Universal Orlando Resort

“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 Universal Orlando Resort”.



Graduate Programs' Contacts

- **Alan Fyall, Ph.D.**
 - Orange County Endowed Professor of Tourism Marketing & Graduate Programs' Director
 - 407-903-8808 – alan.fyall@ucf.edu
- **Kathy King**
 - Graduate Programs Coordinator
 - 407-903-8024 – kathy.king@ucf.edu



Upgrade your career.

Earn a master's degree in Hospitality and Tourism Management.

<http://hospitality.ucf.edu/degree-programs/graduate-programs/>

<https://hospitality.ucf.edu/students/prospective-students/graduate-admissions/>

