

Welcome to the fifth communicate “From the Dean’s Desk”, which is the platform I am using to share new initiatives, ideas and news of note with you on a bi-weekly basis. In this communicate, I’m focusing on “Curriculum Structure” in UCF’s Rosen College of Hospitality Management; I highlighted this as one of our nine strategic directions during this summer’s retreat.

We are educating the future leaders of the hospitality industry and thus we teach a comprehensive hospitality curriculum in terms of coverage and uniqueness. Our courses are innovative to reflect the needs of the hospitality and tourism industry! Distinctive subject content includes theme parks and attractions where students develop plans for their own theme parks; wines of the world, where the journey begins towards becoming a master sommelier; and even entertainment management, where planning and executing festivals may be a final exam.



Managerial skills such as finance and accounting, utilization of supply chain systems, and incorporating hospitality technology into the industry are also an intricate part of the curriculum structure. And let’s not forget our sports related programs. We have a unique relationship with the United States Tennis Association (USTA), which allows our students to gain valuable tennis club management knowledge at the USTA campus right in our own backyard in nearby Lake Nona. The sports-related curriculum also includes Golf Club Management and Sports Entertainment Management. These hot commodity areas within the hospitality industry not only attracts the fans to the sport, but it’s the extras like food and beverage, the club level services and the pre- and post-game entertainment and amenities that make it a billion-dollar market for our students.

Considered the most significant benefit of our curriculum structure, our internship programs are essential in bridging course content with practical skills. Rosen College students are required to take three internships within their degree program. Each internship is a paid position, as we feel it’s important for the students to know that they are a valuable commodity as they learn the business of hospitality and gain valuable experience for their burgeoning careers. Our industry partners work with us to provide these internship opportunities here in the heart of hospitality, and also overseas as far away as Japan and Israel. And speaking of seas, some of our students have even experienced internship opportunities on cruise ships, working as activities and cruise directors, developing valuable guest services interactions. When the students step off campus, the curriculum doesn’t end; internships carry it forward into real life.


The Curriculum Structure also offers distance learning online. Our graduate degree in hospitality management is ranked number one by BestColleges.com, beating out more established programs nationwide. The program received a further endorsement from OnLineMasters.com, which ranked the program tops for curriculum quality, program flexibility, affordability and graduate outcome. The Gregory Elias Entertainment Management undergraduate degree, just two years in existence, also received top

rankings from CollegeChoice.com and Best College Review, keeping it in good company with long-established programs at NYU and the University of Southern California.

The rankings are reflective of the strategic direction in not only meeting the students' needs, but also the high expectations from the industry. We are breaking the iron triangle of quality, access and cost in higher education by offering blended learning opportunities and best value for the students demonstrated by our Master's program. We are also redefining hospitality education by extending beyond the traditional domain of the hospitality industry and creating great opportunities for students in other related areas such as our Entertainment Management program.

Thank you to our faculty and staff for their dedication and commitment to making Rosen College of Hospitality Management the best of its kind in the world and supporting our innovative and diverse curriculum. Our dedication to developing the future leaders of the hospitality industry is evident each day. More than 10,200 alumni can attest to the strength of the curriculum and its benefits to their careers.

I look forward to sharing great things with you...Charge On!



Youcheng Wang, Ph.D.
Dean, Rosen College of Hospitality Management

Volume 5, 10-26-18

9907 Universal Blvd.
Orlando, Florida 32819
407-903-8011

[Visit our Website](#)

Rosen College of Hospitality Management

STAY CONNECTED

