

GRADUATE PROGRAMS IN HOSPITALITY AND TOURISM MANAGEMENT

ROSEN COLLEGE OF HOSPITALITY MANAGEMENT UNIVERSITY OF CENTRAL FLORIDA • ORLANDO, FLORIDA









FLEXIBLE GRADUATE EDUCATION FOR HOSPITALITY AND TOURISM PROFESSIONALS

anked among the top five hospitality-management programs worldwide, the Rosen College of Hospitality

Management has been a leader for more than 35 years. Our location in Orlando gives you an opportunity to learn and work in the heart of the hospitality industry.

We will create a customized plan to fit your schedule and learning preferences. Required courses are offered in person, online or as mixed mode (online and in person) with identical content and quality. There's also a wide range of electives available in various formats.

"The master's program emphasizes leadership, professional development and industry expertise that support my career."

ADAM MILITELLO, BUSINESS ANALYST, SEAWORLD PARKS & ENTERTAINMENT

THE ROSEN COLLEGE ADVANTAGE

- World-renowned faculty members with industry and research experience represent 17+ countries.
- A comprehensive hospitality and tourism-management curriculum is offered in person, online or as mixed mode
- Many graduates rise to senior management in two to three years.
- Network with a rapidly growing alumni base of 10,200+ 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 and Management.
- Rosen College is located in Orlando the heart of one of the world's premier tourist destinations, which welcomes more than 70 million visitors each year.
- A highly experienced team of online educators provides cutting-edge curriculum.
- As the home of Florida's first standalone doctoral program in hospitality management, Rosen College prepares students to become top researchers and consultants, bridging the gap between academia and industry.





ARE YOU UP FOR THE CHALLENGE?

he Hospitality and Tourism Management master's program requires a minimum of 33 credit hours for students who choose the thesis option or non-thesis option. For both options, 18 credit hours are required core courses. Students in the thesis option must also take nine credit hours of a restricted elective and six credit hours of thesis work. Students in the non-thesis option must take 15 credit hours of electives.

You can complete your degree either fully online or face-to-face, or customize it through a mix of both to fit your schedule and budget, although the thesis option is not available to students who study fully online.

Houses the Dick Pope Sr. Institute for Tourism Studies

Located near major hospitality and tourism industry employers

ROSEN COLLEGE GRADUATES WORK FOR

AdventHealth

American Red Cross

Aruba Adventures

The Breakers

Busch Gardens

Children's Miracle Network

Hospitals

China National Tourism

Administration

Courtyard by Marriott

and Residence Inn

Crowne Plaza

Darden Restaurants

Delta Air Lines

Discovery Cove Orlando

Dr. P. Phillips Hospital

ESPN

Four Seasons Hotels

and Resorts

Grand Bohemian Hotel

Hampton Inn

Hard Rock Cafe

Hilton Hotels and Resorts

Holiday Inn

Hyatt

Macy's

Marriott International

MGM Grand Hotel

Music City Center -

Nashville, Tennessee

Orlando Magic

Outback Steakhouse

Panera Bread

PGA National Resort & Spa

Publix

Radisson

Ramada Worldwide

Rosen Shingle Creek

Saudi Commission for Tourism

and Antiquities

SeaWorld Parks &

Entertainment

Sheraton Hotels and Resorts

TravelClick

Universal Orlando Resort

US Airways Express

Visit Orlando

Waldorf Astoria Orlando

The Walt Disney Company

Westgate Resorts

Westin Hotels & Resorts

Wyndham Hotels & Resorts

YMCA

YOUR GRADUATE EXPERIENCE

re you ready to take the next step in your career and advance into toplevel management roles? Gain your competitive edge at Rosen College. Our graduate programs provide a multifaceted learning experience that will prepare you to achieve your professional goals:

- 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.
- 4. Join a collaborative community where students learn from peers, alumni, faculty and practitioners.
- 5. 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.

ELECTIVE COURSES

A maximum of three credit hours of a restricted elective may be taken as an independent study.

HMG 6227 Advanced Training and Development in the Hospitality Industry • 3 CREDIT HOURS

HMG 6347 | Advanced Vacation Ownership Resort Planning • 3 CREDIT HOURS

HMG 6267 | Case Studies in Restaurant Management • 3 CREDIT HOURS

HMG 6528 Convention and Conference Sales and Services • 3 CREDIT HOURS

HMG 6556 | Digital Marketing and Big Data Management for Hospitality and Tourism • 3 CREDIT HOURS

HMG 6797 | Event Administration • 3 CREDIT HOURS

HMG 6476 | Feasibility Studies for the Hospitality/ Tourism Enterprises • 3 CREDIT HOURS

HMG 6291 | Hospitality Entrepreneurship: Concept Creation to Capitalization • 3 CREDIT HOURS

HMG 6533 | Hospitality/Tourism Industry Brand Management • 3 CREDIT HOURS

HMG 6446 Hospitality/Tourism Information Technology • 3 CREDIT HOURS

HMG 6710 | International Tourism Management • 3 CREDIT HOURS

FSS 6365 | Management of Food Service Operations • 3 CREDIT HOURS

HMG 6251 | Management of Lodging Operations • 3 CREDIT HOURS

HMG 6756 | Mega-Events • 3 CREDIT HOURS

HMG 6566 Principles of Destination Marketing and Management • 3 CREDIT HOURS

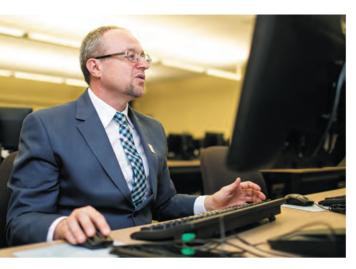
HMG 6586 Research Methods in Hospitality and Tourism • 3 CREDIT HOURS

HMG 6449 | Smart Travel and Tourism • 3 CREDIT HOURS

HMG 6565 | Social Media in Hospitality and Tourism • 3 CREDIT HOURS

HMG 6738 | Tourism Industry Analysis • 3 CREDIT HOURS

HMG 6529 | Vacation Ownership Resort Sales Management • 3 CREDIT HOURS



"The master's program at Rosen College has given me the opportunity to be competitive among my peers in terms of experience and education. The doors it has opened are amazing."

JOSH WILSON, GUEST SERVICE MANAGER, WALT DISNEY WORLD RESORT OPERATIONS





PROGRAMS AND DEGREES

FLEXIBLE OPTIONS

Our master's degree and graduate certificates are available in a flexible format, so you can learn on your terms. Create your own combination of in-person, online or mixed-mode classes or choose the new online track to complete your program fully online.



STUDY ABROAD

The program offers a unique opportunity to study aboard at IULM University in Milan, Italy.

Learn more about IULM at **iulm.com** and the Study Abroad Program:

hospitality.ucf.edu/ degree-programs/ graduate-programs/ graduate-degree-studyabroad

MASTER OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

This program will build on your strengths and interests, broaden your industry knowledge, sharpen your management skills, and incorporate your professional and extracurricular experiences.

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

The program requires a minimum of 33 credit hours. There are six required courses totaling 18 credit hours, including:

- Managing Hospitality and Guest Services Organizations
- 2. Financial Analysis of Hospitality Enterprises
- 3. Strategic Marketing in Hospitality and Tourism
- 4. Critical Issues in Hospitality Human Resources
- 5. Hospitality/Tourism Strategic Issues
- 6. Data Analysis in Hospitality and Tourism Research

You may choose a thesis or nonthesis option:

Thesis: This option is for students who are interested in the scientific study of the hospitality and tourism industry, and who may pursue a doctoral or professional research position. In addition to the six required courses, students must take nine credit hours of restricted electives and six credit hours of thesis work.

Nonthesis: This option is for students who aspire to a leadership position in the hospitality and tourism industry. The emphasis is on coursework, practical experience and real-world insight. In addition to the six required courses, students must take 15 credit hours of restricted electives.

DID YOU

UCF College of Medicine students may enroll in the M.D. track to learn hospitality and service-oriented concepts and business models that can be applied in healthcare settings.



FOR MORE INFORMATION

on these programs, please visit hospitality.ucf.edu/graduateadmissions.

GRADUATE CERTIFICATES

Shorter, more flexible niche programs are for students who do not currently have the time or desire to complete a full master's degree program. We offer two certificates consisting of three 3-credit courses available in a flexible format. Each certificate is designed to be completed within one calendar year or three academic terms (i.e., fall, spring and summer).

Graduate Certificates available:

- Graduate Certificate in Event Management
- Graduate Certificate in Destination Marketing and Management
- Graduate Certificate in Hospitality and Tourism Technology

DOCTORATE IN HOSPITALITY MANAGEMENT

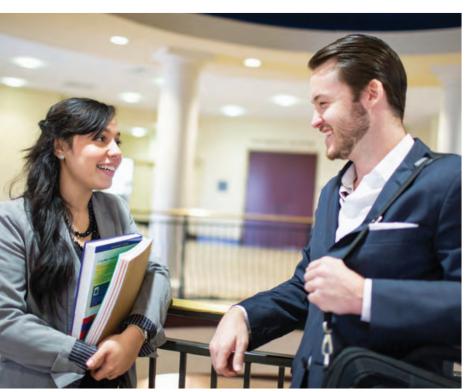
UCF is home to Florida's first stand-alone doctorate in hospitality management. Our doctoral program prepares individuals for teaching and research-based careers in academia or as practitioner researchers and field consultants in hospitality and tourism organizations.

With a generous financial-aid package, world-class faculty and all the benefits you would expect from the largest purpose-built facility of its kind in the United States, Rosen College's doctoral program provides you the education and research needed to launch your academic or consulting career.

"Courses engage students to work collaboratively with companies within the Central Florida area.

Rosen College offers students a chance to grow as individuals and connect with industry leaders, which has been invaluable to my executive career."

NATALIE STARR, FLORIDA DIVISION RECRUITER AND HR ASSISTANT, UPS









JOIN US

ur 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 GRADUATE 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 realworld management challenges
- Equipped to handle the analytical, financial, logistical, operational and management challenges that managers face on a daily basis

"After my first week at Rosen College, I knew I'd made a perfect choice. Every assignment and every class has made me not only a better employee, but also a better person."

> DIANE GRAEBNER, SALES COUNSELOR, UNIVERSAL ORLANDO RESORT UPS

UNIVERSITY OF CENTRAL FLORIDA

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TO APPLY

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