



## *From the Dean's Desk*

Happy New Year. It's 2020! The first communique From the Dean's Desk for the new year looks at the Entertainment Management degree program. A dynamic curriculum launched four years ago to fill the needs brought on by a plethora of concerts, festivals, sporting events and other experiential activities. Our entertainment management program focuses on the managerial aspects of the entertainment industry and is the first of its kind to be offered by a SACS-accredited public institution in the United States.

The degree program was launched thanks to a generous donor who built a successful business in the music industry. He could see the need for more managers in the field of entertainment and believed that UCF Rosen College was the perfect fit to teach the future leaders of the industry. This spring semester, more than 600 students are majoring in entertainment management, a degree program that was originally expected to enroll about 100 students annually.

Students learn about managing businesses pertaining to music, theater, entertainment technology, production, entertainment law and ethics in addition to consumer behavior and more. Learning about international events has been an exciting part of the curriculum as students have had the opportunity to travel to Europe to experience some of that continent's signature events.

In the summer of 2018, Instructor [Ray Eddy](#) took 20 students to Switzerland, France, England and Scotland. The group visited fairs and music festivals in Geneva, Switzerland; Lucerne, Switzerland; Paris, France, London, UK and Edinburgh, Scotland. Contemporary music festivals, traditional displays like the Edinburgh Military Tattoo, Paleo 18, the Blue Balls Festival and even classical music were all part of the educational experience. In the summer of 2019 another trip to Europe saw students studying events in Amsterdam, France and England.

The international entertainment management experience also comes directly into the classroom at UCF Rosen College with professors like [Dr. Kayode D. Aleshinloye](#) from Nigeria. His research focuses on cultural festivals and event management, World Heritage Sites, and the social and economic impact of tourism on developing countries. The entertainment management program also boasts a Disney legend among its faculty [Ronald Logan](#), the former Executive Vice President, Executive Producer, for Walt Disney Entertainment, who was responsible for creating, casting, and producing all live entertainment products for The Walt Disney Company, including entertainment like the Broadway production of "Beauty and the Beast" shares his decades of entertainment management knowledge with the students.

We are extremely proud of the diverse and comprehensive curriculum of the entertainment management degree program. It's growth has created some exceptional young industry leaders who will contribute their classroom and experiential learning to world of entertainment management going forward into this decade and beyond.

Charge On!

*Youcheng Wang*



Youcheng Wang, Ph.D., Dean  
UCF Rosen College of Hospitality Management  
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9907 Universal Blvd.  
Orlando, Florida 32819  
407-903-8011

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