

Hospitality Management

ROSEN COLLEGE OF HOSPITALITY ■ UNIVERSITY OF CENTRAL FLORIDA ■ ORLANDO

Program Description

The global hospitality and tourism industry challenges professionals to maintain a competitive skill set. Build upon your strengths and interests, broaden industry knowledge and sharpen your management strategies at Rosen College. We will incorporate your professional experiences into our interactive learning environment.

The PhD in Hospitality Management prepares individuals for teaching and research-based careers in academia or as practitioner researchers and field consultants in hospitality and tourism enterprises.

Applicants to this program must have an earned Masters Degree. The total credit hours to complete this program are beyond the masters.

Degree Requirements

Required Courses: 16 total credits

Complete all of the following:

- HMG7587 *Foundations in Hospitality and Tourism Research* (3)
- HMG7589 *Advanced Research Methods in Hospitality and Tourism* (3)
- HMG7588 *Research Seminar in Hospitality and Tourism* (1)
- PAF7804 *Advanced Statistics for Public Affairs I: Multivariate Analysis* (3)
- HMG7295 *Theories in Hospitality and Tourism* (3)

Complete at least one of the following:

- PAF7802 *Advanced Research Methodology for Public Affairs* (3)
- HMG6586 *Research Methods in Hospitality and Tourism* (3)

Specialization: 27 total credits

Strategies and Tactics—complete at least 2 of the following:

- HMG7258 *Strategies and Tactics: Lodging* (3)
- HMG7546 *Strategies and Tactics: Guest Service Management* (3)
- HMG7715 *Strategies and Tactics: Travel and Tourism* (3)
- HMG7876 *Strategies and Tactics: Foodservice* (3)

Research Electives—earn at least 9 credits from the following:

- HMG6918 *Directed Research* (1 - 99)
- PAF7805 *Advanced Statistics for Public Affairs II: Survey of Statistical Methods* (3)
- PAF7820 *Qualitative Methods for Public Affairs* (3)
- EDF7475 *Qualitative Research in Education* (3)

- EDF7463 *Analysis of Survey, Record, and Other Qualitative Data* (3)
- EDF7406 *Multivariate Statistics in Education* (3)

6000/7000 Level Electives—earn at least 12 credits from the following:

- FSS6365 *Management of Food Service Operations* (3)
- HMG6227 *Advanced Training and Development in the Hospitality Industry* (3)
- HMG6228 *Critical Issues in Hospitality Human Resources* (3)
- HMG6245 *Managing Hospitality and Guest Services Organizations* (3)
- HMG6251 *The Management of Lodging Operations* (3)
- HMG6267 *Case Studies in Restaurant Management* (3)
- HMG6296 *Hospitality/Tourism Strategic Issues* (3)
- HMG6347 *Contemporary Issues in the Resort Industry* (3)
- HMG6446 *Hospitality/Tourism Information Technology* (3)
- HMG6466 *Applied Revenue Management Techniques in Hospitality* (3)
- HMG6476 *Feasibility Studies for the Hospitality/Tourism Enterprises* (3)
- HMG6477 *Financial Analysis of Hospitality Enterprises* (3)
- HMG6528 *Convention and Conference Sales and Services* (3)
- HMG6529 *Contemporary Issues in Resort Sales Management* (3)
- HMG6533 *Hospitality/Tourism Industry Brand Management* (3)
- HMG6556 *Digital Marketing and Big Data Management for Hospitality and Tourism* (3)
- HMG6565 *Social Media in Hospitality and Tourism* (3)
- HMG6566 *Principles of Destination Marketing and Management* (3)
- HMG6585 *Data Analysis in Hospitality and Tourism Research* (3)
- HMG6596 *Strategic Marketing in Hospitality and Tourism* (3)
- HMG6710 *International Tourism Management* (3)
- HMG6738 *Tourism Industry Analysis* (3)
- HMG6756 *Mega-Events* (3)
- HMG6797 *Event Administration* (3)

Dissertation: 15 total credits

Earn at least 15 credits from the following:

- HMG7980 *Dissertation* (1 - 99)

Doctoral students must present a prospectus for the dissertation to the doctoral adviser, prepare a proposal and present it to the dissertation committee, and defend the final research submission with the dissertation committee.

The Rosen College Advantage

LEADERSHIP - PROFESSIONALISM - SERVICE

- International students welcomed from around the globe
- Dedicated academic advisers to guide you through your advanced degree program
- Located in the heart of hospitality, Rosen College provides access to industry careers in lodging, restaurants, theme parks and attractions, entertainment, events, sports, technology, education and more
- Many graduates rise to senior management in two to three years
- More than 97 percent of students have full-time jobs upon graduation
- A rapidly growing network of 12,000+ alumni worldwide

Rosen College Graduates Work for:

- Busch Gardens
- Darden Restaurants
- Delta Air Lines
- ESPN
- Four Seasons Hotels and Resorts
- Hilton Hotels and Resorts
- Rosen Shingle Creek
- SeaWorld Parks & Entertainment
- The Breakers
- Universal Orlando Resorts
- Visit Orlando
- The Walt Disney Company

For More Information

 (407) 903-8056

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 ROSEN COLLEGE OF HOSPITALITY MANAGEMENT

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For information on applying to be an undergraduate student, e-mail rosenadmission@ucf.edu.

UNIVERSITY OF CENTRAL FLORIDA
ROSEN COLLEGE OF HOSPITALITY MANAGEMENT
9907 UNIVERSAL BOULEVARD
ORLANDO, FLORIDA 32819-8701

ESTIMATED 2021-22 ANNUAL COST*

Florida Resident Costs

Tuition and Fees	\$21,440
Materials and Supplies	\$1120
Total	\$22,560

Non-Florida Resident Costs

Tuition and Fees	\$69,255
Materials and Supplies	\$1120
Total	\$70,375

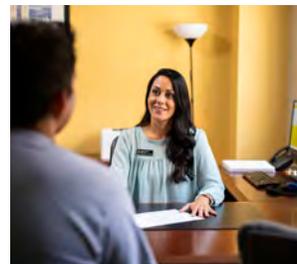
*Based upon 58 credit hours

For a more detailed breakdown of graduate fees, please visit:

<https://studentaccounts.ucf.edu/tf-graduate/>

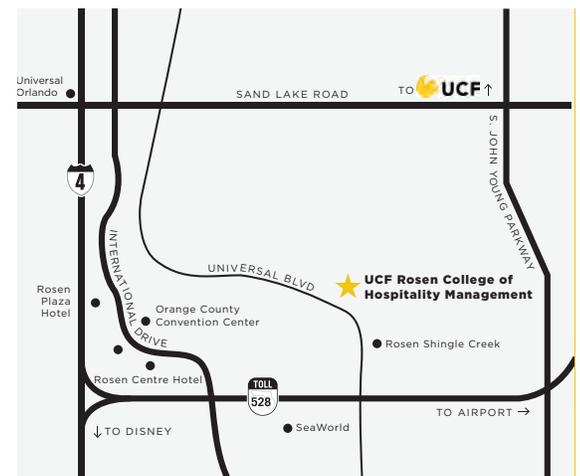
Financial Aid Options

FINANCIAL AID INFORMATION
UCF.EDU/FINANCIAL-AID



SCHOLARSHIPS
UCF.ACADEMICWORKS.COM

Rosen College Location



 **Rosen College of Hospitality Management**

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