



College coursework used to be classroom based lectures, presentations, writing papers, getting a grade, and doing it all over again, until a degree was awarded. Times have changed. At UCF Rosen College of Hospitality Management, we are bringing more hands-on learning and excitement into the higher education experience for both our undergrads and graduate students. In this issue of the communique From the Dean's Desk, I will share details on our certificate programs, one of which is brewing up some tasty beverages and our graduate programs, including our MS in Event Leadership which was recently approved by the UCF Board of Trustees, and starts in fall of 2022.

Can we get you a light beer, a pilsner, how about a glass of wine? Our [Beverage Management Certificate](#) program, launched in Fall 2021, teaches students to develop an understanding of beer, wine, and spirits, and learn key concepts, strategies, and practical skills relevant to the successful management of beverage operations in a restaurant, bar, or other food and/or beverage business. There are courses in beverage sales, marketing and distribution, learning about the history of beer and wine, and of course the seminar on quality brewing and fine beers. Students have a chance to learn about the ancient craft thanks to two brand-new stainless steel 15-gallon Blichmann kettles and a fermenter installed at the Rosen College. They've steeped grain, combined it with yeast, and aerated the mixture so that it fermented and turned into beer, creating small batches for tasting. The Beverage Management Certificate is open to all UCF undergraduate students regardless of major.



Our undergraduate certificates also have offerings for those who want to infuse technology into their degree studies. The certificate in [Hospitality Information Technology](#) delves into the information systems being used by the hospitality industry, like self-check-in systems and A-I, database analysis and social media management. Play ball, he shoots, he scores, and let's wave the checkered flag, are experiences students who work towards the certificate in [Managing Sporting Events](#) may experience. With the multitude of sports organization partners in Central Florida and beyond, there are many opportunities for engagement outside the classroom. I've just touched on a few of our more popular undergrad certificate programs. Detailed information about all our undergraduate degrees and certificate programs can be found on our [website](#).

For those who've achieved a Bachelor's degree and are looking to add on a Master's degree to their educational experience and skills, Rosen College has options. I wrote earlier about our newest graduate degree offering, the MS in Event Leadership. With the world focused on conventions, mega-meetings, parties, concerts and other events of various sizes, this new degree will galvanize the skills of the individual who has some event leadership skills already under their belts, but is seeking a more advanced talent level to elevate their career path. More details coming soon to our website on this new degree. Our other [graduate degree programs](#) are currently listed on the website, along with course information and how to apply. The deadline to apply for a fall 2022 start for our [MS in Themed Experiences](#), an interdisciplinary program with UCF College of Arts and Humanities, is April 1. The other two graduate degree programs, the [MS in Hospitality & Tourism Management](#) and the [MS in Travel Technology and Analytics](#), an interdisciplinary program with UCF College of Engineering and Computer Science, have deadlines of July 1 for fall 2022.

Higher education isn't just about the books and the classrooms anymore. It's an experience that will enrich a student's life on campus and beyond. Charge On!

Youcheng Wang

[Youcheng Wang, Ph.D., Dean](#)

UCF Rosen College of Hospitality Management

You may find previous issues of "From the Dean's Desk" [HERE!](#)



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