



ROSEN COLLEGE OF

Hospitality Management



Upgrade your career.

Earn a master's degree in Hospitality and Tourism Management.



Graduate Programs

Rosen College of Hospitality Management



Upgrade your career.

Earn a master's degree in Hospitality and Tourism Management.



- ☐ Who are our Leadership and Advisory Team?
- ☐ Welcome to Orlando
- ☐ Welcome to UCF & Rosen College





Rosen College Graduate Programs'

Dr. Alan Fyall

Associate Dean Academic Affairs



Dr. Murat Hancer

Ph.D. Program Coordinator



Dr. David Kwun

M.S. Programs' Coordinator



Kathy Henry

Assistant Director
Academic Advising





Rosen College videos

- <https://www.youtube.com/watch?v=NVxDN-aPvNs>
- <https://www.youtube.com/watch?v=wk1On5DqD6M>
- <https://www.youtube.com/watch?v=GI-hzluug-o>

Visit Orlando Official Website

- <https://www.visitorlando.com/>

Orlando Video

- <https://www.youtube.com/watch?v=5GIAibuhFDE>



Testimonials from former students

- <https://hospitality.ucf.edu/students/prospective-students/graduate-admissions/testimonials/>

Student Video testimonial

- <https://www.youtube.com/watch?v=lvbHTzxgpwo&feature=youtu.be>

- ❑ What is the Mission & Vision of the Rosen College of Hospitality Management Graduate Programs?
- ❑ What is the Rosen College of Hospitality Management “Advantage” – Why study at the Rosen College of Hospitality Management?
- ❑ What will your Graduate Experience be like at the Rosen College of Hospitality Management?





Welcome to UCF and RCHM



- Application
- Financial Aid
- Visa / Residency
- Health Insurance



- One of 13 Colleges at UCF
- Enrollment
- Course registration
- Advising



OUR MISSION

University of Central Florida's Rosen College of Hospitality Management educates and develops future generations of global hospitality, tourism, events, entertainment and senior living leaders through comprehensive and innovative academic programs, knowledge creation through research and dynamic worldwide industry and community partnerships.

OUR VISION

Our vision is to be the global leader in hospitality, tourism, events and entertainment and senior living management education, research, scholarship and industry engagement.

The Rosen College Advantage

- Leader of hospitality education for over **30 years**
- World-renowned faculty with industry and research experience represent more than **17 countries**
- A **comprehensive and flexible** curriculum is offered in person, online or as mixed mode which enables you to customize your learning around your schedule and budget
- Many graduates rise to next levels in their careers and/or senior management
- Home of Florida's **first** stand-alone **Ph.D. program** in hospitality and tourism management

The Rosen College Advantage

- Network with rapidly growing **alumni base** of **12,000** Rosen College graduates worldwide
- Located in Orlando – the heart of one of the world's premier tourist destinations, which welcomes **75 million** visitors each year (**#1 tourist destination** in America)
- International exchange programs & internship opportunities in **16 countries**
- Benefit from a curriculum endorsed by industry stakeholders

Best Bachelor's Degrees in Hospitality Management

Apr 29, 2021



**THE WORLD'S BEST HOSPITALITY AND
HOTEL MANagementsCHOOLS, 2017**

Best Hospitality And Hotel Management Schools In The World, 2017:

Search:

Rank ↕	Institution	Country ↕	Score ↕
1	Cornell School of Hotel Administration at Cornell University	US	98.7
2	Rosen College of Hospitality Management at the University of Central Florida	US	98.6
3	William F. Harrah College of Hotel Administration	US	98.4
4	Ecole hôtelière de Lausanne	Switzerland	98.2
5	School of Hospitality Business at Michigan State University	US	97.8
6	Conrad N. Hilton College of Hotel and Restaurant Management	US	97.7

COLLEGES & CAMPUS NEWS

UCF's Rosen College Ranks Among World's Top 5 Again

The hospitality management school was recognized among the best schools for the third consecutive year.



**UCF's Hospitality School
Again Recognized Among
World's Best**

Best Hospitality Program



1st in Nation & 2nd in World

2021 Global Ranking of Academic Subjects

2021

ShanghaiRanking began to publish world university ranking by academic subjects in 2009. By introducing improved methodology, the Global Ranking of Academic Subjects (GRAS) was first published in 2017. The 2021 GRAS contains rankings of universities in 54 subjects.

[Read More](#)

Hospitality & Tourism Management

300 Institutions

Search a university

World Rank

Institution

Country/Region

Total Score

Q1

1



The Hong Kong Polytechnic University



323.8

100.0

2



University of Central Florida



228.0

72.1

3



University of Surrey



225.8

60.4

4



Sun Yat-sen University



221.7

67.4

5



Griffith University



212.1

70.2

6



Sejong University



200.8

59.9

7



Washington State University



192.1

53.1

ShanghaiRanking Consultancy is a fully independent organization dedicating to research on higher education intelligence and consultation.



UCF

ROSEN COLLEGE HOSTS FIVE IMPORTANT JOURNALS IN THE HOSPITALITY & TOURISM FIELD:

International Journal of Contemporary Hospitality Management communicates the latest developments and thinking on the management of hospitality and tourism businesses worldwide.

<http://emeraldgrouppublishing.com/products/journals/journals.htm?id=ijchm>

Editor-in-Chief: Dr. Fevzi Okumus
Associate Editor: Dr. Marissa Orlowski
Assistant Editor: Dr. Mehmet Altin



Journal of Destination Marketing & Management seeks to develop a theoretical understanding of destination marketing and management by harnessing knowledge drawn from the full breadth of disciplinary approaches to the study of destinations.
www.journals.elsevier.com/journal-of-destination-marketing-and-management

Co-Editors: Dr. Alan Fyall, Dr. Brian Garrod and Dr. Youcheng Wang



Journal of Hospitality and Tourism Insights aims to enhance the ongoing conversation among hospitality and tourism practitioners, academics and professionals.

<http://emeraldgrouppublishing.com/products/journals/journals.htm?id=jhti>

Co-Founding Editors: Dr. Fevzi Okumus and the late Dr. Mathilda van Niekerk



Journal of Themed Experience and Attractions Studies is the first scholarly journal dedicated to research, scholarship and pedagogy in the academic disciplines relevant to the planning, design, operation, and analysis of themed experience and attractions.
<https://stars.library.ucf.edu/jteas/>

Editor-in-Chief: Dr. Ady Milman



International Journal of Hospitality Management discusses major trends and developments in a variety of disciplines as they apply to the hospitality industry.
www.journals.elsevier.com/international-journal-of-hospitality-management

Editor-in-Chief: Dr. Manuel Rivera
Managing Editor: Dr. Valeriya Shapoval



UCF

Created for the hospitality
and tourism industry by
Rosen College

Reflects the changing
times in hospitality
research and academia as
we work in collaboration
with our industry partners





Your Graduate Experience

- **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
- Join a **collaborative community** where students learn from peers, alumni, faculty and practitioners
- Take advantage of a world-class location for hospitality and event professionals in Orlando's epicenter of global tourism
- Benefit from a curriculum endorsed by industry stakeholders

- ☐ What programs and degrees are delivered at the Rosen College of Hospitality Management?
- ☐ What are the key features of the Master's program?
- ☐ What pre-requisite courses will I need (if any)?
- ☐ What Graduate Certificate Programs are available?





Websites

- <https://hospitality.ucf.edu/>
- <https://hospitality.ucf.edu/degree-programs/graduate-programs/>
- <https://hospitality.ucf.edu/graduate-degree-programs/>
- <https://hospitality.ucf.edu/students/prospective-students/>
- Rosen College Graduate Programs:
<http://hospitality.ucf.edu/degree-programs/graduate-programs/>



Websites

- International Students:
<https://graduate.ucf.edu/international-applicants/>
- UCF Global:
<https://global.ucf.edu/>
- UCF Graduate Admissions:
<https://graduate.ucf.edu/admissions/>



Programs & Degrees

- **Hospitality & Tourism MS**

- Hospitality & Tourism MS (Online Track)
- Event Leadership MS

- Destination Marketing & Management Certificate
- Event Management Certificate
- Hospitality & Tourism Technologies

- Hospitality Management PhD - HMPHD

Hospitality & Tourism Management MS

- **Hospitality & Tourism MS – HSPMS**

- Hospitality & Tourism MS (**Online Track**) – ZHOSPMGTM
- Hospitality & Tourism MS (MD Track) – HSPMS-MD

- Fully-flexible delivery (i.e., online, face-to-face, mixed-mode) and fully-online track
- Thesis and Non-Thesis Options (both 33 credit hours)
 - Required (18 credit hours)
 - Elective Courses (15 credit hours)
- [Curriculum](#) | [Admissions Info](#) | [Apply](#)

Thesis option is
not applicable
for Online
program



Hospitality & Tourism Management MS

Required Courses

- HMG 6245 Managing Hospitality and **Guest Services** Organizations
- **HMG 6477*** **Financial Analysis** of Hospitality Enterprises
- HMG 6596 Strategic **Marketing** in Hospitality and Tourism
- HMG 6228 Critical Issues in Hospitality **Human Resources**
- **HMG 6585*** **Data Analysis** in Hospitality and Tourism Research
- **HMG 6296** Hospitality/Tourism **Strategic Issues** (**Capstone course**)

* Pre-req



How to Help Graduate Students: Thesis and Dissertation



College of
Graduate Studies

Thesis Option

Thesis option is
not applicable
for Online
program

- **HMG 6586** **Research Methods in Hospitality and Tourism**
 - **HMG 6971** **Thesis (6 credit hours)**
 - **Electives** **Chosen from the previous list (6 credit hours)**
-
- *For those students in the thesis option, a thesis defense is required. Thesis defenses will be approved by a majority vote of the Thesis Advisory Committee.*
 - *Further approval is required by the Dean of the Rosen College of Hospitality Management and the UCF College of Graduate Studies before final acceptance of the thesis in fulfilling degree requirements.*

Hospitality & Tourism Management MS

Elective Courses

- HMG 6449 Smart Travel & Tourism * **NEW** *
- HMG 6757 Advanced Theme Park & Attraction Management * **NEW** *
- HMG 6810 Food supply Chain Management * **NEW** *
- HMG 6811 Beverage Supply Chain Management * **NEW** *
- HMG 6229 Corporate Social Responsibility and Ethics in the Hospitality and Tourism Industry * **NEW** *
- HMG6224 Leadership in Hospitality and Tourism * **NEW** *
- HMG6226 Leading Innovation and Change in Hospitality and Tourism * **NEW** *
- HMG6481 Hospitality Intelligence and Analytics * **NEW** *
- FSS 6365 Management of Food Service Operations
- HMG 6251 The Management of Lodging Operations
- HMG 6291 Hospitality Entrepreneurship
- HMG 6586 Research Methods in Hospitality and Tourism
- HMG 6227 Advanced Training and Development in the Hospitality Industry
- HMG 6466 Applied Revenue Management Techniques in Hospitality

- **HMG 6446** Hospitality & Tourism Information Technology
- **HMG 6565** Social Media in Hospitality and Tourism
- **HMG 6556** Digital Marketing and Big Data Management for Hospitality & Tourism

- **HMG 6710** International Tourism Management
- **HMG 6566** Principles of Destination Marketing and Management
- **HMG 6738** Tourism Industry Analysis

- HMG 6533 Hospitality & Tourism Industry Brand Management
- HMG 6476 Feasibility Studies for the Hospitality/Tourism Enterprises
- HMG 6267 Case Studies in Restaurant Management
- HMG 6529 Contemporary Issues in Resort Sales Management
- HMG 6347 Contemporary Issues in the Resort Industry

- **HMG 6528** Convention and Conference Sales and Services
- **HMG 6756** Mega-Events
- **HMG 6797** Event Administration

Hospitality & Tourism Management MS

Prerequisite Courses

For **industry professionals** with an undergraduate degree in a discipline other than Hospitality Management or Business Administration, the following three undergraduate courses “may” be required to be completed with a grade of "B" or higher within the first year of course work in the program:

HFT 2401	Hospitality Industry Financial Accounting	→ 1st
HFT 3431	Hospitality Industry Managerial Accounting	→ 2 nd → <u>HMG 6477</u>

These students would also have to have successfully completed an undergraduate **course in statistics** with a grade of "C" or higher within the first year of course work in the program. → **HMG 6585**

STA 2014	Principles of Statistics <u>or</u>
STA 2023	Statistical Methods <u>or</u>
HFT 3465	Applied Quantitative Analysis for the H & T Industry

HFT 3465

Applied Quantitative Analysis for the Hospitality and Tourism Industry

Relating the working knowledge of mathematical and statistical techniques to the analysis of the **performance** of Hospitality and Tourism **businesses**

- Selected learning outcomes:
 - Describe the information and equations used in the **financial statements**
 - Apply the concepts of percentage (%), functions and graphs to demonstrate the changes of **businesses performance**.
 - Apply the concepts of average, standard deviation, and others to identify specific information of **business performance**.
 - Apply the **regression analysis** technique to forecast the future business conditions with given information.
 - Explain how **interests** are determined; and how they affect the performance.
 - Explain how **economic / financial indices** are calculated.
 - Possess **basic skills** in Excel and the use of a financial calculator.

Event Leadership MS

- **Fully online**
 - Cohort program for an immersive educational experience
 - 30 Credit Hours minimum beyond Bachelor's Degree
 - Fall term start only; Complete in 5 consecutive terms
 - In-state tuition applies to Florida residents
-
- Courses delivered in 7-week blocks in fall and spring terms and 6-weeks blocs in the summer term
 - No Thesis track
 - [Curriculum](#) | [Admissions Info](#) | [Apply](#)
 - <https://hospitality.ucf.edu/ms-in-event-leadership/>

Event Leadership MS

Required Courses

The program consists of 10, 3-credit courses taken in 7-week blocks as a cohort in the specific order below:

- HMG 6507 Event Trends, Technology, and the Macro Environment (Fall 1-1 / 7 weeks)
- HMG 6002 Advanced Event Design (Fall 1-2 / 7 weeks)
- HMG 6563 Marketing of Events (Spring 1-1 / 7 weeks)
- HMG 6568 Destination Planning for Events (Spring 1-2 / 7 weeks)
- HMG 6012 Events Across Borders (Summer 1-1 / 6 weeks)
- HMG 6010 Relationship Management in Events (Summer 1-2 / 6 weeks)
- HMG 6584 Event Analytics (Fall 2-1 / 7 weeks)
- HMG 6604 Legal Environment of Events (Fall 2-2 / 7 weeks)
- HMG 6011 Contemporary Issues in Event Management (Spring 2-1 / 7 weeks)
- HMG 6220 The Reflective Leader (Spring 2-2 / 7 weeks)

Event Leadership MS

Prerequisite Courses

- There are **no undergraduate course prerequisites** for this program, provided candidates have a degree in event management, hospitality management, business management, or a related discipline.
- Prospective students must have a bachelor's degree in a related field and **sufficient industry experience (3-5 years)**.
- Cohort program for an immersive educational experience
- Fall term start ONLY
- 30 Credit Hours minimum beyond Bachelor's Degree
- Complete in 5 consecutive terms
 - Courses delivered in 7-week blocks in fall and spring terms; 6-week blocs in summer terms

Graduate Certificates

- Each Graduate Certificate is comprised of three required courses, nine credit hours in total.
- Students **currently admitted** to a graduate degree program CAN apply and are eligible to enroll in graduate certificate programs.
- These credits from the graduate certificate can be transferred toward our Master of Science in Hospitality and Tourism Management degree.
- In order to apply to a graduate certificate program, students must submit the following: an online admissions application, official transcripts, an academic goal statement, current resume and pay the \$30 application fee.
- Students must earn course grades of "B-" or better to get credit toward the certificate. However, the certificate will only be awarded if the graduate status GPA in the certificate program of study is 3.0 or higher.

Graduate Certificates

Event Management

- HMG 6796 Event Administration
- HMG 6528 Convention and Conference Sales and Service
- HMG 6756 Mega Events

Destination Marketing & Management

- HMG 6710 International Tourism Management
- HMG 6566 Principles of Destination Marketing & Management
- HMG 6738 Tourism Industry Analysis

Hospitality & Tourism Technologies

- HMG 6446 Hospitality/Tourism Information Technology
- HMG 6565 Social Media in Hospitality and Tourism
- HMG 6556 Digital Marketing and Big Data Management for H & T



- ☐ What does an “ideal” candidate look like?
- ☐ What are the admission requirements for the Masters and Graduate Certificate programs?
- ☐ What if I have a GPA below 3.0? If you have scored below a 3.0 GPA please contact Kathy.king@ucf.edu for further clarification.
- ☐ Do I need the GRE / GMAT?
- ☐ Do international students require a TOEFL test score?



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
- UCF is not authorized to provide online courses or instruction to students in some states. Refer to [State Restrictions](#) for current information.

Admission to Masters and Graduate Certificate Programs

In addition to the [general UCF graduate application requirements](#) (i.e., GPA 3.0 or above) applicants to this program must provide:

- **One official transcript (in a sealed envelope) from each college/university attended**
- **Goal statement**
This is your opportunity to outline in 500 words why you wish to come on the program, what you think you will contribute to the program and how you feel the program will enhance you both personally and professionally.
- **Résumé**
- **Three letters of recommendation**
- **The GRE/GMAT is not required**
- Applicants of this program who have attended a college/university outside the United States must provide a course-by-course credential evaluation with GPA calculation. Credential evaluations are accepted from [World Education Services \(WES\)](#) or [Josef Silny and Associates, Inc.](#) only.

Application Deadlines

Hospitality and Tourism Management MS	*Fall Priority	Fall	Spring	Summer
Domestic Applicants	Jan 15	Jul 1	Dec 1	Apr 1
International Applicants	Jan 15	Jan 15	Jul 1	Nov 1
*Applicants who plan to enroll full time in a degree program and who wish to be considered for university fellowships or assistantships should apply by the Fall Priority date.				

- **MS Hospitality Management** accepts the application for Fall, Spring, & Summer
- **MS Event Leadership accepts the application for Fall only.** It is a cohort program for an immersive educational experience.
- **International students** are required to submit a score on the Test of English as a Foreign Language (**TOEFL**) and achieve a score on the computer-based test of **220** or **80** on the internet-based TOEFL (or equivalent score on the paper-based test) or IELTS before they can be admitted to the university.
- Although we prefer the TOEFL, we will accept IELTS scores of 6.5 or higher unless otherwise specified by the program.

- Applicants applying to this program who have attended a college or university outside the United States must provide a **course-by-course credential evaluation with GPA calculation**.
- Credential evaluations are accepted from [World Education Services \(WES\)](#) or [Josef Silny and Associates, Inc.](#) only.
- <https://global.ucf.edu/>
- <https://global.ucf.edu/international-students-scholars-and-professionals/international-admissions/graduate/>

UCF Graduate Language Requirements

*The four exceptions to the TOEFL/IELTS requirement are: **Applicants Who***

1. Are from a country where English is the only official Language
2. Have earned a degree from a regionally accredited U.S. college or university
3. Have earned a degree from a country where English is the only official language
4. Have earned a degree from a university where the sole medium of instruction is English

If you believe that you meet one of the four exceptions listed above, then our office will require the **appropriate documentation** to waive the TOEFL requirement. In order for our office to waive the TOEFL based on your school being solely taught in English, we will require an official letter from the university's registrar at your university indicating that the sole medium of instruction for the entire university is English. To be official, this letter must be sent to our office in a sealed envelope from the issuing institution. Additionally, it must be signed and stamped by the university registrar to be accepted.

For more information, please visit:

http://www.admissions.graduate.ucf.edu/Test_Requirements/





- ☐ What is the structure of the Ph.D. program?
- ☐ What is the application process and timeline?
- ☐ Are sponsorships available? Yes, up to 7 fully-funded scholarships are available each year which cover all tuition costs and pays a stipend of \$23,000 per year. Additional scholarships and fellowships are available on a competitive basis upon admission.
- ☐ Are there opportunities for Graduate Teaching (GTA) and/or Research Assistantships (GRA)? Yes, each fully-funded student will benefit from GTA and/or GRA opportunities throughout the 4 years of study



Ph.D. in Hospitality Management

- Florida's first stand-alone Ph.D. in Hospitality Management
- Required Courses – 43 credit hours
 - (core – 16, specialization – 27)
- Dissertation – 15 credit hours
- Candidacy
- Final Examination (i.e., Dissertation)
- <https://www.ucf.edu/degree/hospitality-management-phd/>



Ph.D. in Hospitality Management

- Application Deadlines
 - Domestic – Dec 20 (priority) or Jan 15
 - International – Dec 20 (priority) or Jan 15
- Shortlisting – February
- Interviews and Offers – February (2nd half)
- Commence – Fall
- Generous Financial Aid Package (\$23,000 per annum), Graduate Teaching Assistants (GTAs) and Graduate Research Assistants (GRAs)

- ☐ What are the admission requirements for the Ph.D. program?
- ☐ Do I need the GRE / GMAT?
- ☐ What do I write in my Goal Statement? This is your opportunity to outline in 500 words why you wish to come on the program, what you think you will contribute to the program and how you feel the program will enhance you both personally and professionally





PhD in Hospitality Management

- Apply online at <https://graduate.ucf.edu/admissions/>
- One official transcript (in a sealed envelope) from each college/university attended
- Goal statement (This is your opportunity to outline in 500 words why you wish to come on the program, what you think you will contribute to the program and how you feel the program will enhance you both personally and professionally)
- Résumé
- Three letters of recommendation
- **The GRE/GMAT is required.** We do not set a benchmark score but encourage you to do the very best you can with all parts of the test as admission onto our Ph.D. program is very competitive.
- Applicants applying to this program who have attended a college/university outside the United States must provide a course-by-course credential evaluation with GPA calculation. Credential evaluations are accepted from World Education Services (WES) or Josef Silny and Associates, Inc. only



- ❑ Can I read any testimonials from former students? Yes, please follow the below link – <https://hospitality.ucf.edu/students/prospective-students/graduateadmissions/testimonials/>
- ❑ We are Rosen College 2021 <https://youtu.be/OVSgbzpoags>
- ❑ Who do I contact if I have further questions about the PhD Program ? Please contact murat.hancer@ucf.edu or kathy.henry@ucf.edu

❑ • How much do the programs cost?

- Graduate tuition and fees

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

- Online Tuition:

<http://studentaccounts.ucf.edu/tf-online-grad/>

- UCF Housing

<https://www.housing.ucf.edu/>

- UCF Rosen College Housing

<https://www.housing.ucf.edu/choices/rosen/>

