



From the Dean's Desk

At UCF Rosen College of Hospitality Management, we are bringing new learning opportunities to our undergrad and graduate degree programs for fall 2022. These new offerings align with our HOSPITALITY+ strategy for higher education which offers a comprehensive educational experience. In this issue of the communique From the Dean's Desk, I will share details about our new programs, one of which is offered fully online and will be completed in seven semesters. We will also share news of some community changes which will impact the campus in the future

First, let's take a look at our MS in Event Leadership. The event industry faces a new future which will be driven by emerging technologies, more demanding clients and consumers, the search for sustainability and social justice, highly engaging in-person, virtual and hybrid event formats, event analytics, and the need for new leaders in the field to manage the complexity and dynamism of the event industry of the future. This MS in Event Leadership is a fully online, 30-credit cohort program designed to educate students on these trends, enable them to understand the market(s), and develop strategies for events to succeed in the highly competitive event landscape. In addition to the necessary management and leadership skills to equip them for success, the program will introduce destination and international contexts that underpin event design and delivery as well as provide the legal, analytical, and reflective leadership skills to succeed. The first cohort of this degree program kicks off this fall with almost 20 students who will go through the program together as a group from start to finish, concluding in Spring in 2024. The next opportunity to start this cohort will be in the fall of 2023.



We are also adding two certificates to our graduate offerings. Those who have their Bachelors' degrees can take the Leadership and Strategy in Hospitality and Tourism certificate and/or the Financial Management for the Hospitality and Tourism Industry certificate. Both of these certificates are nine credit hours, which means they can be completed in one semester if the student's work schedule and lifestyle allows.

On the undergrad degree front, there's a name change for the Foodservice and Restaurant Management degree. The degree will now be called the Bachelor of Science in Lodging and Restaurant Management. There will be an emphasis on all things dealing with hotels, resorts, inns and other vacation accommodations, as well as all things food and beverage. Detailed information about all our undergraduate degrees and certificate programs can be found on our website.

In the community surrounding the campus, with the construction of Universal's Epic Universe just across Destination Parkway and along Universal Blvd., we can expect more traffic, large construction equipment and at times an increased volume of noise (and excitement). Universal is one of the top five employers of our students. We can be certain that some of the 14,000 new team members slated for Epic Universe will be Rosen College students and alumni. Epic Universe is scheduled to open in 2025. The Brightline train is also coming to the neighborhood. There is a proposed stop at the Orange County Convention Center for the high-speed rail, which will bring conventioners, meeting guests and tourists alike to the heart of hospitality, right in our own backyard. Additional apartments will also be built nearby, adding to the housing in the area.

We are living in exciting times for education and our environment. It's great to be a Knight. Charge On!

Youcheng Wang

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

UCF Rosen College of Hospitality Management

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