

# Lodging and Restaurant Management

ROSEN COLLEGE OF HOSPITALITY MANAGEMENT ■ UNIVERSITY OF CENTRAL FLORIDA ■ ORLANDO

## We Know Lodging and Restaurants

This B.S. in Lodging and Restaurant Management features a holistic, contemporary approach to operations management at the core, with opportunities for industry-focused specializations. By combining lodging and food and beverage management, we achieve the following:

- Provide students with a common comprehensive operations-based curriculum, where upon completion of the primary coursework, students may focus on a specialization within their free elective coursework (i.e. Lodging Management, Beverage Management, F&B Operations Management, Wellness Management);
- Offer students comprehensive education and training regarding the symbiotic nature of lodging management with foodservice operations;
- Connect students to industry through our strategic partnerships with regional and national Fortune 100 lodging and restaurant companies
- Offer a variety of teaching modalities to serve students working in the industry, with courses taught by former lodging and restaurant industry executives;
- Developed strategic partnerships with Darden Restaurants and with Universal Orlando to place students in Progressive Internship Programs to “start their career in college”.

## Immerse Yourself in the Business of Lodging and Restaurants

Our program also prepares students for an exciting job market that includes hotel and resort general management, banquet management, sales, marketing, and more! Graduates of our program are more competitive in the marketplace and have access to better lodging and restaurant management positions in luxury resorts and hotels, free-standing enterprises, franchise restaurants and boutique brands.



## Careers Opportunities in Lodging and Restaurant Management

UCF Rosen College, in conjunction with industry, has created a successful, comprehensive Lodging & Restaurant Management Degree, whereby our graduates can develop successful careers in the following areas:

### LODGING

- General Management
- Sales Management
- Management of Revenue Centers
- Property Management
- Rooms & Operations Management
- Spa Management

### RESTAURANT/F&B

- Restaurant Manager
- Hotel Food & Beverage Management
- Event Management
- Theme Park Food & Beverage Management
- Product Development
- Food & Beverage Marketing
- Foodservice Robotics
- Virtual Dining

ONLINE DEGREE OPTION AVAILABLE

## Rosen Fast Facts

- Ranked among the top five hospitality management programs in the world
- Nation's largest program with more than 3,000 undergraduate students
- Located in the heart of the world's premier tourist destination and entertainment hub
- Study-abroad programs with 16 international universities
- More than 70 world-renowned faculty members from 17+ countries
- 159,000-square-foot, Mediterranean-style facility designed for hospitality education
- On-campus apartments and medical clinic
- Convenient shuttle transportation to UCF's main campus
- Student support services:  
**Advising:** [hospitality@ucf.edu](mailto:hospitality@ucf.edu)  
**CAPS:** [councntr@ucf.edu](mailto:councntr@ucf.edu)  
**Pegasus Pathways:** [academicsuccess.ucf.edu/pegasuspath/](http://academicsuccess.ucf.edu/pegasuspath/)

# The Rosen College Advantage

## LEADERSHIP - PROFESSIONALISM - SERVICE

- Comprehensive entertainment management curriculum that teaches managerial and technical skills
- Industry-related student organizations for connecting with peers and professionals
- P.R.E.P. (Professional Rosen Experiential Portfolio)
- 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 14,000+ alumni worldwide

## Rosen College Graduates Work for:

- Barteca
- Chick-fil-A
- Darden Restaurants
- Four Seasons Hotels & Resorts
- Hard Rock Café
- Marriott International
- Red Lobster Seafood Co.
- Rosen Hotels and Resorts
- Universal Orlando Resort
- The Walt Disney Company
- Westin Hotels and Resorts

## Coursework:

### LODGING

- HFT 3273 Principle of Resort Timesharing
- HFT 3654 Hospitality Franchising
- HFT 4244 Hospitality Mngl Decision-Making
- HFT 4253 Advanced Lodging Operations
- HFT 4266 Hospitality Brand Management
- HFT 4274 Resort Management
- HFT 4292 Hosp Innovation & Entrepreneurship
- HFT 4343 Hospitality Facilities Management
- HFT 4473 Hospitality and Tourism Development
- HFT 4522 Resort Sales Tactics and Strategies

### RESTAURANT/F&B

- FSS 3124 Food Supply Chain Management
- FSS 4286C Catering Management
- HFT 3811 Bev Sales, Marketing, & Distribution
- HFT 3813 Marketing Analysis in the Food Industry
- HFT 3868C History and Culture of Wine
- HFT 4065C Fine Spirits Management
- HFT 4457 Optimizing Profits in Food Ops
- HFT 4861 Beverage Management
- HFT 4864C Seminar Quality Brewing & Fine Beer
- HFT 4866C Exploring Wines of the World

## For More Information



(407) 903-8056



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For information on applying to be an undergraduate student,  
e-mail [rosenadmission@ucf.edu](mailto:rosenadmission@ucf.edu).

## 2023-24 ANNUAL COST OF ATTENDANCE\*

### Florida Residents

Tuition and Fees	\$5,954
Books	\$1,000
Housing	\$7,370
Food	\$4,700
Transportation	\$2,126
Personal Expenses	\$3,104
<b>Total</b>	<b>\$24,254</b>

### Non-Florida Resident

Tuition and Fees	\$20,980
Books	\$1,000
Housing	\$7,370
Food	\$4,700
Transportation	\$2,126
Personal Expenses	\$3,104
<b>Total</b>	<b>\$39,280</b>

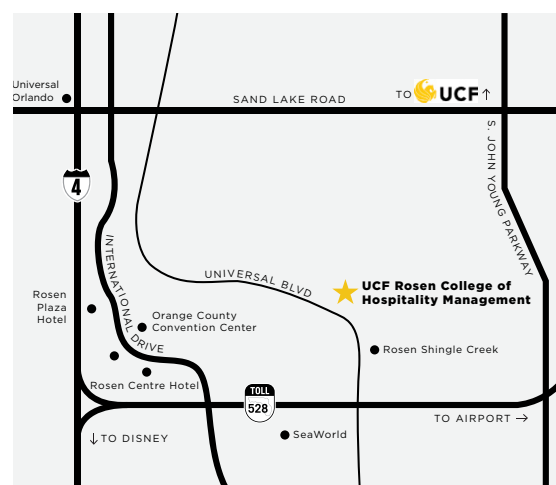
## Financial Aid Options

FINANCIAL AID  
INFORMATION  
[UCF.EDU/FINANCIAL-AID](http://UCF.EDU/FINANCIAL-AID)



SCHOLARSHIPS  
[UCF.ACADEMICWORKS.COM](http://UCF.ACADEMICWORKS.COM)

## Rosen College Location



Rosen College of  
Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA

\*Estimated cost of attendance for undergraduate students,  
Fall and Spring 2023-2024, based on 28 credit hours