

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

## **About the Program**

In this certificate program, students will 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. An optional sales, marketing, and distribution elective will be helpful to students seeking a career beyond beverage operations. Our courses make full advantage of the Anheuser-Busch Beer & Wine Lab, where student get hands-on experience beyond the classroom.

#### **Program Faculty**

- Dr. Robin Back, Associate Professor
- Mr. Jonathan (Jay) Judy, Senior Instructor
- Ms. Jennifer Hostetter, Instructor
- Mr. Luis Romero, Adjunct Instructor



#### Requirements

# 15 total semester hours with minimum grade and average GPA requirements:

- 9 hours required courses, 6 hours restricted electives
- No course grade lower than a C will be accepted for the
- certificate requirements
- The average GPA for the four courses must be 3.00 and higher
- At least 12 credit hours used towards the certificate must be earned at UCF
- For courses with a tasting component (C-designation):
   Minimum age 18 on first day of class

# Required Courses: 9 hours (3 courses, all are 3 credit hours)

- HFT 4861 (M/W) Beverage Management
- HFT 4065C (M) or HFT 4065 (W) Fine Spirits Management
- HFT 4866C (M) or HFT 4866 (W) Exploring Wines of the
  World

# Restricted Electives: 6 hours (2 courses, all options are 3 credit hours)

Students select two additional courses from the following:

- HFT 3811 (W) Beverage Sales, Marketing, and Distribution
- **HFT 3068** (W) *History and Culture of Beer*
- HFT 3868C (M) History and Culture of Wine
- HFT 4864C (M) Seminar in Quality Brewing and Fine Beer
- HFT 4865C (M) Advanced Wine Management (Prerequisite: HFT 4866 or HFT 4866C)

#### Note:

- Courses marked (M) are offered in mixed-mode
- Courses marked (W) are offered in web-based (fully online)
- Not all classes are offered every semester. Please refer to myUCF for class schedules

## 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:**

- The Breakers
- Coca-Cola Beverages FL
- Four Seasons Hotels and Resorts
- Lakeridge Winery
- Marriott International
- Orange Blossom Bewing Co.
- PGA National Resort and Spa
- Rosen Hotels and Resorts
- SeaWorld Parks and Entertainment
- Universal Orlando Resort
- Waldorf Astoria Orlando
- The Walt Disney Co.

#### **For More Information**



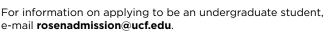
(407) 903-8056



**HOSPITALITY@UCF.EDU** 



**HOSPITALITY.UCF.EDU** 



#### UNIVERSITY OF CENTRAL FLORIDA

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

# ROSEN COLLEGE OF HOSPITALITY MANAGEMENT @ROSENCOLLEGE @ROSENCOLLEGE dent,

# 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
Total	\$24,254

#### Non-Florida Resident

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

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

# Financial Aid Options

FINANCIAL AID INFORMATION UCF.EDU/FINANCIAL-AID



SCHOLARSHIPS
UCF.ACADEMICWORKS.
COM

#### **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

CAPS: councntr@ucf.edu

**Pegasus Pathways:** academicsuccess.ucf.edu/pegasuspath/



Rosen College of Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA