

# BEVERAGE MANAGEMENT CERTIFICATE

UNDERGRADUATE CERTIFICATE  
PROGRAM

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

### ENHANCE YOUR UNDERGRADUATE DEGREE PROGRAM WITH A CERTIFICATE

You must be enrolled in a major to enroll or  
complete the certificate

## 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) mode
- Not all classes are offered every semester. Please refer to myUCF for class schedules

More information is available online: Undergraduate Catalog/Beverage Management Certificate

# 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 Brewing 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**



**ROSEN COLLEGE OF  
HOSPITALITY MANAGEMENT**



**@ROSENCOLLEGE**



**@ROSENCOLLEGE**



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

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

## 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>

\*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](https://ucf.edu/financial-aid)



**SCHOLARSHIPS**  
[UCF.ACADEMICWORKS.  
COM](https://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](mailto:hospitality@ucf.edu)
  - CAPS:** [councntr@ucf.edu](mailto:councntr@ucf.edu)
  - Pegasus Pathways:** [academicsuccess.ucf.edu/pegasuspath/](https://academicsuccess.ucf.edu/pegasuspath/)



**Rosen College of  
Hospitality Management**

UNIVERSITY OF CENTRAL FLORIDA