



# GRADUATE PROGRAMS IN HOSPITALITY AND TOURISM MANAGEMENT

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





# FLEXIBLE GRADUATE EDUCATION FOR HOSPITALITY AND TOURISM PROFESSIONALS

**R**anked among the top five hospitality-management programs worldwide, the Rosen College of Hospitality Management has been a leader for more than 35 years. Our location in Orlando gives you an opportunity to learn and work in the heart of the hospitality industry.

We will create a customized plan to fit your schedule and learning preferences. Required courses are offered in person, online or as mixed mode (online and in person) with identical content and quality. There's also a wide range of electives available in various formats.

*“The master’s program emphasizes leadership, professional development and industry expertise that support my career.”*

ADAM MILITELLO, BUSINESS ANALYST, SEAWORLD PARKS & ENTERTAINMENT

## THE ROSEN COLLEGE ADVANTAGE

- World-renowned faculty members with industry and research experience represent 17+ countries.
- A comprehensive hospitality and tourism-management curriculum is offered in person, online or as mixed mode.
- Many graduates rise to senior management in two to three years.
- Network with a rapidly growing alumni base of 10,200+ Rosen College graduates worldwide.
- Faculty are editors of top academic journals including *International Journal of Hospitality Management*, *International Journal of Contemporary Hospitality Management* and the *Journal of Destination Marketing and Management*.
- Rosen College is located in Orlando — the heart of one of the world’s premier tourist destinations, which welcomes more than 70 million visitors each year.
- A highly experienced team of online educators provides cutting-edge curriculum.
- As the home of Florida’s first stand-alone doctoral program in hospitality management, Rosen College prepares students to become top researchers and consultants, bridging the gap between academia and industry.





# ARE YOU UP FOR THE CHALLENGE?

**T**he Hospitality and Tourism Management master's program requires a minimum of 33 credit hours for students who choose the thesis option or non-thesis option. For both options, 18 credit hours are required core courses. Students in the thesis option must also take nine credit hours of a restricted elective and six credit hours of thesis work. Students in the non-thesis option must take 15 credit hours of electives.

You can complete your degree either fully online or face-to-face, or customize it through a mix of both to fit your schedule and budget, although the thesis option is not available to students who study fully online.

*Houses the Dick Pope Sr.  
Institute for Tourism Studies*

*Located near major hospitality and  
tourism industry employers*

## ROSEN COLLEGE GRADUATES WORK FOR

AdventHealth	Grand Bohemian Hotel	Rosen Shingle Creek
American Red Cross	Hampton Inn	Saudi Commission for Tourism and Antiquities
Aruba Adventures	Hard Rock Cafe	SeaWorld Parks & Entertainment
The Breakers	Hilton Hotels and Resorts	Sheraton Hotels and Resorts
Busch Gardens	Holiday Inn	TravelClick
Children's Miracle Network Hospitals	Hyatt	Universal Orlando Resort
China National Tourism Administration	Macy's	US Airways Express
Courtyard by Marriott and Residence Inn	Marriott International	Visit Orlando
Crowne Plaza	MGM Grand Hotel	Waldorf Astoria Orlando
Darden Restaurants	Music City Center — Nashville, Tennessee	The Walt Disney Company
Delta Air Lines	Orlando Magic	Westgate Resorts
Discovery Cove Orlando	Outback Steakhouse	Westin Hotels & Resorts
Dr. P. Phillips Hospital	Panera Bread	Wyndham Hotels & Resorts
ESPN	PGA National Resort & Spa	YMCA
Four Seasons Hotels and Resorts	Publix	
	Radisson	
	Ramada Worldwide	

# YOUR GRADUATE EXPERIENCE

**A**re you ready to take the next step in your career and advance into top-level management roles? Gain your competitive edge at Rosen College. Our graduate programs provide a multifaceted learning experience that will prepare you to achieve your professional goals:

1. Customize your degree program with your preferred blend of in-person, online or mixed-mode classes.
2. Engage in a diverse, balanced curriculum of academic and practical coursework.
3. 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.
4. Join a collaborative community where students learn from peers, alumni, faculty and practitioners.
5. Benefit from a curriculum endorsed by industry stakeholders.
6. Learn from a team of experienced educators who specialize in providing cutting-edge online curriculum.
7. Take advantage of a world-class location for hospitality and event professionals in Orlando's epicenter of global tourism.

## ELECTIVE COURSES

A maximum of three credit hours of a restricted elective may be taken as an independent study.

**HMG 6227** | Advanced Training and Development in the Hospitality Industry • 3 CREDIT HOURS

**HMG 6347** | Advanced Vacation Ownership Resort Planning • 3 CREDIT HOURS

**HMG 6267** | Case Studies in Restaurant Management • 3 CREDIT HOURS

**HMG 6528** | Convention and Conference Sales and Services • 3 CREDIT HOURS

**HMG 6556** | Digital Marketing and Big Data Management for Hospitality and Tourism • 3 CREDIT HOURS

**HMG 6797** | Event Administration • 3 CREDIT HOURS

**HMG 6476** | Feasibility Studies for the Hospitality/Tourism Enterprises • 3 CREDIT HOURS

**HMG 6291** | Hospitality Entrepreneurship: Concept Creation to Capitalization • 3 CREDIT HOURS

**HMG 6533** | Hospitality/Tourism Industry Brand Management • 3 CREDIT HOURS

**HMG 6446** | Hospitality/Tourism Information Technology • 3 CREDIT HOURS

**HMG 6710** | International Tourism Management • 3 CREDIT HOURS

**FSS 6365** | Management of Food Service Operations • 3 CREDIT HOURS

**HMG 6251** | Management of Lodging Operations • 3 CREDIT HOURS

**HMG 6756** | Mega-Events • 3 CREDIT HOURS

**HMG 6566** | Principles of Destination Marketing and Management • 3 CREDIT HOURS

**HMG 6586** | Research Methods in Hospitality and Tourism • 3 CREDIT HOURS

**HMG 6449** | Smart Travel and Tourism • 3 CREDIT HOURS

**HMG 6565** | Social Media in Hospitality and Tourism • 3 CREDIT HOURS

**HMG 6738** | Tourism Industry Analysis • 3 CREDIT HOURS

**HMG 6529** | Vacation Ownership Resort Sales Management • 3 CREDIT HOURS





*“The master’s program at Rosen College has given me the opportunity to be competitive among my peers in terms of experience and education. The doors it has opened are amazing.”*

JOSH WILSON, GUEST SERVICE MANAGER,  
WALT DISNEY WORLD RESORT OPERATIONS



# PROGRAMS AND DEGREES

## FLEXIBLE OPTIONS

Our master's degree and graduate certificates are available in a flexible format, so you can learn on your terms. Create your own combination of in-person, online or mixed-mode classes or choose the new online track to complete your program fully online.



## STUDY ABROAD

The program offers a unique opportunity to study abroad at IULM University in Milan, Italy.

Learn more about IULM at [iulm.com](http://iulm.com) and the Study Abroad Program:

[hospitality.ucf.edu/degree-programs/graduate-programs/graduate-degree-study-abroad](http://hospitality.ucf.edu/degree-programs/graduate-programs/graduate-degree-study-abroad)

## MASTER OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

This program will build on your strengths and interests, broaden your industry knowledge, sharpen your management skills, and incorporate your professional and extracurricular experiences.

### 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

**The program requires a minimum of 33 credit hours. There are six required courses totaling 18 credit hours, including:**

1. Managing Hospitality and Guest Services Organizations
2. Financial Analysis of Hospitality Enterprises
3. Strategic Marketing in Hospitality and Tourism
4. Critical Issues in Hospitality Human Resources
5. Hospitality/Tourism Strategic Issues
6. Data Analysis in Hospitality and Tourism Research

### You may choose a thesis or nonthesis option:

**Thesis:** This option is for students who are interested in the scientific study of the hospitality and tourism industry, and who may pursue a doctoral or professional research position. In addition to the six required courses, students must take nine credit hours of restricted electives and six credit hours of thesis work.

**Nonthesis:** This option is for students who aspire to a leadership position in the hospitality and tourism industry. The emphasis is on coursework, practical experience and real-world insight. In addition to the six required courses, students must take 15 credit hours of restricted electives.



## DID YOU KNOW?

UCF College of Medicine students may enroll in the M.D. track to learn hospitality and service-oriented concepts and business models that can be applied in healthcare settings.



## FOR MORE INFORMATION

on these programs, please visit [hospitality.ucf.edu/graduateadmissions](https://hospitality.ucf.edu/graduateadmissions).

## GRADUATE CERTIFICATES

Shorter, more flexible niche programs are for students who do not currently have the time or desire to complete a full master's degree program. We offer two certificates consisting of three 3-credit courses available in a flexible format. Each certificate is designed to be completed within one calendar year or three academic terms (i.e., fall, spring and summer).

### Graduate Certificates available:

- Graduate Certificate in Event Management
- Graduate Certificate in Destination Marketing and Management
- Graduate Certificate in Hospitality and Tourism Technology

## DOCTORATE IN HOSPITALITY MANAGEMENT

UCF is home to Florida's first stand-alone doctorate in hospitality management. Our doctoral program prepares individuals for teaching and research-based careers in academia or as practitioner researchers and field consultants in hospitality and tourism organizations.

With a generous financial-aid package, world-class faculty and all the benefits you would expect from the largest purpose-built facility of its kind in the United States, Rosen College's doctoral program provides you the education and research needed to launch your academic or consulting career.

*“Courses engage students to work collaboratively with companies within the Central Florida area. Rosen College offers students a chance to grow as individuals and connect with industry leaders, which has been invaluable to my executive career.”*

NATALIE STARR, FLORIDA DIVISION RECRUITER AND HR ASSISTANT, UPS





# JOIN US

Our graduate programs are designed for well-rounded individuals who bring unique insight to the classroom. The admissions committee evaluates candidates on many factors, including work experience, professional character, leadership qualities, degree of motivation and demonstrated scholastic ability.

## UPON COMPLETION OF THIS PROGRAM, A GRADUATE IS:

- Well-prepared for higher-level management and leadership positions with the knowledge, connections and experience to gain a competitive edge in the marketplace
- A mature, self-confident and well-connected professional who will apply high-level academic knowledge to real-world management challenges
- Equipped to handle the analytical, financial, logistical, operational and management challenges that managers face on a daily basis

*“After my first week at Rosen College, I knew I’d made a perfect choice. Every assignment and every class has made me not only a better employee, but also a better person.”*

DIANE GRAEBNER, SALES COUNSELOR,  
UNIVERSAL ORLANDO RESORT UPS



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ROSEN COLLEGE OF HOSPITALITY MANAGEMENT  
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## **FOR MORE INFORMATION**

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**HOSPITALITY.UCF.EDU/GRADUATEADMISSIONS**

## **TO APPLY**

**STUDENTS.GRADUATE.UCF.EDU/GRADONLINEAPP**