The Rosen College of Hospitality Management at the University of Central Florida provides students with an unrivaled opportunity to learn and work in the heart of Orlando’s hospitality industry and thriving entertainment hub. The college is ranked among the top five hospitality management schools worldwide by CEO WORLD Magazine and Shanghai Ranking for its internationally-renowned faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. At the Rosen College, we are developing the next generation of hospitality, tourism and entertainment industry leaders — including you.

**We Know Events**

The Bachelor of Science in Event Management program will provide you with the theoretical and practical tools to become a leader in the fast-paced and rewarding event industry. Our specialized program was the first of its kind in the U.S. and continues to set the standard for event management education. Orlando is home to the second-largest convention center in the nation as well as a sports center. Graduates earn a broad set of skills needed to successfully launch and manage small- to large-scale events, including entertainment, sports, fairs, festivals, meetings and trade shows. You’ll learn risk management, marketing, finance and logistics, plus work with the newest technology and emerging trends in the industry.

Our faculty are experts in their fields and have decades of experience developing the skills they teach in the classroom. Upon graduation, you will be qualified to secure exciting positions with leading employers in a variety of industries.

**Learn the Art and Science of Great Events**

We Know Events

The Bachelor of Science in Event Management program will provide you with the theoretical and practical tools to become a leader in the fast-paced and rewarding event industry. Our specialized program was the first of its kind in the U.S. and continues to set the standard for event management education. Orlando is home to the second-largest convention center in the nation as well as a sports center. Graduates earn a broad set of skills needed to successfully launch and manage small- to large-scale events, including entertainment, sports, fairs, festivals, meetings and trade shows. You’ll learn risk management, marketing, finance and logistics, plus work with the newest technology and emerging trends in the industry.

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Flexible Learning

Programs are offered in both traditional and online formats.

**Careers Opportunities in Event Management**

- Concert Manager
- Convention Service Manager
- Event Design Specialist
- Event Sales Professional
- Fundraising Events Organizer
- Funeral Director
- Meeting Planner
- Promotions and Marketing Manager
- Trade Show Manager
- Wedding Planner/Coordinator
- Event Operations
- Event Promotion
- Fairs and Festivals
- International Events
- Trade Show Management

**Sample Courses**

- Event Management
- Convention Planning
- Event Marketing
- Event Production
- Event Technology
- Event Law
- Event Ethics

**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: counctr@ucf.edu
  - Pegasus Pathways: 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 11,000+ alumni worldwide

Rosen College Graduates Work for:

• American Red Cross
• Children’s Miracle Network Hospitals
• Florida Hospital
• Four Seasons Hotels and Resorts
• Marriott International
• Orlando Magic
• The Ritz-Carlton
• Universal Orlando Resort
• Visit Orlando
• The Walt Disney Company
• Westin Hotels and Resorts
• YMCA

For More Information

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

ESTIMATED 2020-21 ANNUAL COST*

Florida Resident Costs

Tuition and Fees $6,379
Room and Board $10,300
Books $1,200
Total $17,879

Non-Florida Resident Costs

Tuition and Fees $22,478
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Financial Aid Options

FINANCIAL AID INFORMATION
UCF.EDU/FINANCIAL-AID

SCHOLARSHIPS
UCF.ACADEMICWORKS.COM

Rosen College Location
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A Career with Serious Growth Potential

The hospitality industry is one of the largest career fields in the world and continues to grow at a rapid pace. Not only do our graduates work for leading hospitality and tourism employers, but also in emerging industry sectors, such as health care and senior living.

With more than 100 courses to choose from, the Bachelor of Science in Hospitality Management will prepare you for a leadership career with a solid foundation of knowledge encompassing finance, operations, customer service theory, human resources, marketing and communications. Our award-winning faculty offer you a global perspective on the hospitality industry, as well as real-world skills taught in the classroom. Hospitality management majors may choose general coursework or select one of three tracks to hone their expertise:

- Lodging Management Track
- Hospitality Information Technology Track
- Theme Park and Attraction Management Track

We Know Hospitality

Careers Opportunities in Hospitality Management

- Athletic Club Manager
- Conference Event/Services Manager
- Cruise Director
- Destination/Tourism Sales Representative
- Director of Catering
- Food and Beverage Manager
- Hotel & Resort General Manager
- Salon and Spa Manager

Sample Courses

- Cruise Line Operations and Management
- Current Practices in the Airline Industry
- Destination Marketing
- Hotel Operations
- Vacation Ownership Resort Sales Tactics and Strategies
- Guest Services Management

Rosen Fast Facts

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Rosen College Graduates Work for:

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- Four Seasons Hotels and Resorts
- Hilton Hotels and Resorts
- Marriott International
- PGA National Resort and Spa
- Rosen Hotels and Resorts
- SeaWorld Parks and Entertainment
- Universal Orlando Resort
- Visit Orlando
- Waldorf Astoria Orlando
- The Walt Disney Co.

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ESTIMATED 2020-21
ANNUAL COST*

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Non-Florida Resident Costs

<table>
<thead>
<tr>
<th>Item</th>
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<tbody>
<tr>
<td>Tuition and Fees</td>
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Immerse Yourself in the Food Management Business

The foodservice industry is the nation's top private employer. If you're business savvy and have a passion for food, the Restaurant and Foodservice Management program will give you a competitive edge. Home to the Anheuser-Busch Beer and Wine Lab, you will master design, catering, franchise development, food preparation, cost controls and other skills to lead businesses to full revenue potential. You will also develop managerial and business strategies to optimize operations and staffing. Our program also prepares you for an exciting job market that includes food sales, marketing, distribution, vending enterprises and more. With a Rosen College degree, you will earn an advantage in the marketplace and have access to better food and beverage management positions in free-standing enterprises, franchises and hotels.

Careers Opportunities in Restaurant and Foodservice Management

- Director of Catering
- Food and Beverage Manager
- Food and Beverage Sales and Distribution
- Food Operations Manager
- Foodservices Purchasing
- Foodservices Supply Chain Manager
- Marketing Manager
- Resort Foodservice Manager
- Restaurant General Manager
- Wine Steward

Sample Courses

- Culture and Cuisine
- History and Culture of Wine
- International Gastronomy
- Quality Brewing and Fine Beer
- Restaurant Management

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Rosen College Graduates Work for:

- Barteca
- Chick-fil-A
- Darden Restaurants
- Four Seasons Hotels and 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

For More Information

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Rosen College Location

**ESTIMATED 2020-21 ANNUAL COST**

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*Based upon 30 credit hours, standard room and meal plan

**Financial Aid Options**

**FINANCIAL AID INFORMATION**

**UCF.EDU/FINANCIAL-AID**

**SCHOLARSHIPS**

**UCF.ACADEMICWORKS.COM**

Rosen College of Hospitality Management
The Senior Living Management Bachelor of Science degree is an interdisciplinary program that combines the art and science of Hospitality Management with Aging Studies and Health Care Management. The undergraduate degree program is designed to adapt the culture and philosophy of hospitality to the senior living industry, meeting a call from industry leaders that understand that a culture of hospitality presents a strategic advantage for senior living communities by enhancing the overall experience of the residents.

The objective of the program is to prepare its graduates for managerial positions in the senior living industry. This degree program does not require a medical or nursing degree. There is no patient care involved, just management of all aspects of a home or community. The major components focus on courses in hospitality management, healthcare management, and gerontology.

The Senior Living Management program is the first degree to combine exceptional hospitality customer service with an emphasis on healthful living for seniors.

Dr. Zhong is a member of the Disability Aging &Technology Cluster and an Assistant Professor at Rosen College of Hospitality Management at UCF. Since her appointment, she has helped develop the new Bachelor of Science degree in Senior Living Management.
No medical or nursing degrees are required for this program. The core curriculum focuses on general education, hospitality, healthcare management and senior living lifestyle courses that emphasize lodging, dining, events and entertainment. The program prepares graduates for professional and leadership positions in independent and assisted living housing as well as continuous care communities.

**The Rosen College Advantage**

**LEADERSHIP - PROFESSIONALISM - SERVICE**

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- Industry-related student organizations for connecting with peers and professionals
- P.R.E.P. (Professional Rosen Experiential Portfolio)
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**Online Degree Option Available**

For More Information

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- HOSPITALITY.UCF.EDU

For information on applying to be an undergraduate student, e-mail rosenadmission@ucf.edu.

**Estimated 2020-21 Annual Cost**

**Florida Resident Costs**

- Tuition and Fees: $6,379
- Room and Board: $10,300
- Books: $1,200
- **Total:** $17,879

**Non-Florida Resident Costs**

- Tuition and Fees: $22,478
- Room and Board: $10,300
- Books: $1,200
- **Total:** $33,978

*Based upon 30 credit hours, standard room and meal plan
Certificate in Beverage Management

Coming Fall 2021!

About
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.

Requirements
15 total semester hours with minimum grade and average GPA requirements:
• 9 hours required courses
• 6 hours restricted electives

For courses with a tasting component (C-designation): Minimum age 21 on first day of class. Students at least 18 but under 21 with CI.

Beverage Faculty

Dr. Robin Back
Assistant Professor

Dr. Marissa Orlowski
Assistant Professor

Mr. Jonathan (Jay) Judy
Associate Instructor

Ms. Jennifer Hostetter
Adjunct Instructor
Certificate Requirements: 15 Hours (5 Courses)

- Students must earn a C or above for the certificate requirements.
- Students must earn an average GPA of 3.00 or higher for the five courses in the certificate.
- At least 12 credit hours used towards the certificate must be earned at UCF.
- HFT 4861 Beverage Management must be taken in the first semester of the certificate program.
- HFT 4865C Advanced Wine Management prerequisite: HFT 4866C or HFT 4067

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

- HFT 4861 Beverage Management
- HFT 4065C Fine Spirits Management** OR HFT 4069 The World of Distilled Spirits
- HFT 4866C Exploring Wines of the World** OR HFT 4067 Wines of the World

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

Students select two additional courses from the following list:

- HFT 3811 Beverage Sales, Marketing, and Distribution
- HFT 3068 History and Culture of Beer
- HFT 3868C History and Culture of Wine**
- HFT 4864C Seminar in Quality Brewing and Fine Beer**
- HFT 4865C Advanced Wine Management**

**Minimum age 21 on first day of class. Students at least 18 but under 21 with CI.
# Certificate in Beverage Management

## 2021 - 2022 Tentative Schedule

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Course Name</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>Summer 2021**</td>
<td>HFT 3868</td>
<td>History &amp; Culture of Wine (W)</td>
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<tr>
<td></td>
<td>HFT 4067</td>
<td>Wines of the World (W)</td>
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<tr>
<td></td>
<td>HFT 4069</td>
<td>(Special Topic) The World of Distilled Spirits (W)</td>
<td>Orlowski</td>
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<tr>
<td>Fall 2021</td>
<td>HFT 3868C</td>
<td>History &amp; Culture of Wine (M)</td>
<td>Hostetter</td>
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<tr>
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<td>HFT 4065C</td>
<td>Fine Spirits Management (M)</td>
<td>Orlowski</td>
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<td>Orlowski</td>
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<tr>
<td></td>
<td>HFT 4864C</td>
<td>Seminar in Quality Brewing &amp; Fine Beer (M)</td>
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</tr>
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<td>Spring 2022</td>
<td>HFT 3868C</td>
<td>History &amp; Culture of Wine (M)</td>
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</table>

**Summer 2021 courses may be eligible for certificate credit - see Instructor(s) BEFORE enrolling if interested**
Undergraduate Certificate Programs

BOOST YOUR UCF DEGREE WITH A CERTIFICATE

ROSEN COLLEGE OF HOSPITALITY  UNIVERSITY OF CENTRAL FLORIDA  ORLANDO

Hospitality & Tourism Management

The University of Central Florida’s (UCF) Rosen College of Hospitality Management, working with Walt Disney World Resort, offers an intensive six-month Undergraduate Certificate Program in Hospitality & Tourism Management for international students who are currently enrolled in hospitality, tourism or business related programs in UCF’s international partnership universities (IPU). Students will take academic courses at the Rosen College and participate in an academic internship through the Disney International College Program at the Walt Disney World Resort in Orlando, Florida, U.S.A.

The program offers you the thrill of working with a globally recognized hospitality brand – the Walt Disney World Resort – while earning a certificate from one of the top hospitality institutions in the world, the Rosen College of Hospitality Management. Students will earn 12 credit hours toward graduation at their home institution: 9 from course work and 3 from successfully completing the academic internship at the Walt Disney World Resort.

Managing Sporting Events

Central Florida hosts numerous sports-related events, conferences, and activities that drive economic development in the City of Orlando and the four neighboring counties. The Undergraduate Certificate in Managing Sporting Events is a specialized certificate of study for those interested in careers related to the planning, organizing, and the execution of sporting events.

Students across UCF can take advantage of this certificate in order to gain a competitive edge to excel in careers in the sports event industry. Students will have opportunities in every aspect related to sport events, experience, and tourism.

Orlando is home to five (5) professional sports teams, three (3) national/regional sports related headquarters, and multiple university and college sports teams. The certificate will provide an opportunity for students from varied disciplines to become familiar with the sport event experience industry.

Students will learn from a diverse faculty with varied sporting event backgrounds. In addition, local and regional sport event experts will serve as guest lecturers and site hosts for academic enhancement. Orlando hosts multiple sporting events of varying scales, including for the fourth year in a row the NFL Pro Bowl, Florida. In addition, Orlando is also host to the High School Golf Finals. Future sporting events including the 2021 NCAA Division I Men’s & Women’s Tennis Championships, 2022 NCAA Division III Men’s Golf and Men’s & Women’s Tennis Championship, and the 2022 Special Olympics USA Games.

More information is available online:

hospitality.ucf.edu/academics/certificate-programs/

Professional Tennis Management

The UCF Professional Tennis Management (PTM) Certificate, housed at the Rosen College of Hospitality Management, is offered in collaboration with USTA-U, a division of the United States Tennis Association (USTA), to develop the next generation of tennis management leaders.

UCF PTM students are fully immersed and privileged in all offerings at the USTA National Campus, a state-of-the-art facility in the Lake Nona area of Orlando, Florida and just a 30-minute drive from UCF. The innovative USTA facility features more than 100 fully lit courts including 2 championship courts, houses the USTA’s Community Tennis and Player Development divisions, and is home to the UCF Men’s and Women’s Collegiate tennis teams. UCF PTM students are also advantaged by the offerings at the UCF Recreation and Wellness Center, including state-of-the-art facilities and 9 tennis courts.

The PTM Certificate offers curriculum that incorporates tennis operations, management, and leadership skills and knowledge to succeed as tennis professionals and leaders in a variety of careers. It is open to all UCF undergraduate students and can be aligned with any UCF undergraduate major. You can choose from a number of courses to complete the 15 credit curriculum for the UCF PTM Certificate, flexible, customizable, online and on-court options.

Theme Park and Attraction Management

The Undergraduate Certificate in Theme Park and Attraction Management is a specialized track of study for those interested in careers in the theme park and attraction industry who are not pursuing a Bachelor of Science in Hospitality Management. Students taking any major across UCF can take advantage of this certificate to gain a competitive edge in the industry.

There is no better place to study theme park and attraction management than Orlando, Florida, the theme park capital of the world! UCF Rosen College of Hospitality Management is strategically located near the world’s most-visited theme parks, water parks, and dozens of smaller attractions. It is within miles of the global headquarters of the International Association of Amusement Parks and Attractions (IAAPA), the industry’s premier professional organization and its largest trade show, the IAAPA Expo, held annually at the Orange County Convention Center.

Those seeking a career in the theme park and attractions industry will find a variety of options that will lead to exciting opportunities in this fun and emerging industry. UCF Rosen College has two programs in theme park and attraction management, as well as industry internship, management shadows, site visits, and guest speakers. Finally, there are extracurricular organizations related to theme park professional development including the Future Theme Park Leaders Association (FTPLA) or TEA NextGen UCF.
The Rosen College Advantage

LEADERSHIP - PROFESSIONALISM - SERVICE

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- Waldorf Astoria Orlando
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ROSEN COLLEGE OF HOSPITALITY MANAGEMENT
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- 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: counctr@ucf.edu
  Pegasus Pathways: academicsuccess.ucf.edu/pegasuspathway/

ESTIMATED 2020-21 ANNUAL COST*

**Florida Resident Costs**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Tuition and Fees</td>
<td>$6,379</td>
</tr>
<tr>
<td>Room and Board</td>
<td>$10,300</td>
</tr>
<tr>
<td>Books</td>
<td>$1,200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$17,879</strong></td>
</tr>
</tbody>
</table>

**Non-Florida Resident Costs**

<p>| | |</p>
<table>
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<tbody>
<tr>
<td>Tuition and Fees</td>
<td>$22,478</td>
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<tr>
<td>Room and Board</td>
<td>$10,300</td>
</tr>
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<td>Books</td>
<td>$1,200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$33,978</strong></td>
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</tbody>
</table>

*Based upon 30 credit hours, standard room and meal plan

Financial Aid Options

FINANCIAL AID INFORMATION
UCF.EDU/FINANCIAL-AID

SCHOLARSHIPS
UCF.ACADEMICWORKS.COM