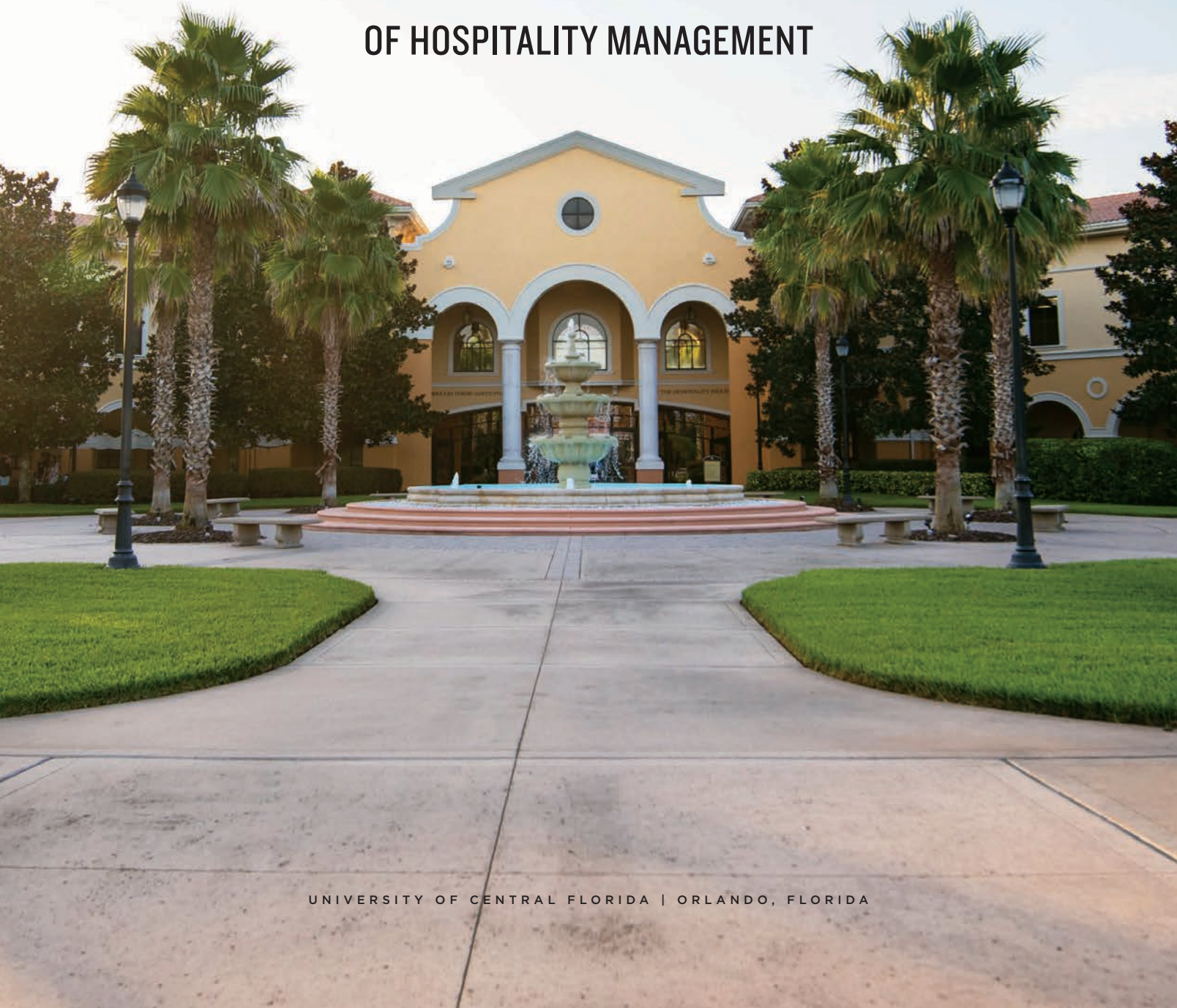




2021-2022

# ROSEN COLLEGE

OF HOSPITALITY MANAGEMENT



UNIVERSITY OF CENTRAL FLORIDA | ORLANDO, FLORIDA



WE ARE ROSEN. WE ARE HOSPITALITY.

# WELCOME TO A WORLD OF POSSIBILITIES

**Every day at the UCF Rosen College of Hospitality Management, we are committed to preparing the next generation of hospitality leaders**, through rigorous academic programs, industry partnerships and on-the-job training with internships. As one of the best hospitality schools in North America, we educate more than 3,500 undergraduate and graduate students every year, and, prior to the pandemic, 97% of our students earn full-time jobs upon graduation.

Even though the hospitality industry has been hit hard by the pandemic, our students know that their skills and comprehensive education can and will translate to other industries. There is always a need for exceptional managers who have hospitality training. And our courses are available online, allowing more students to tailor their education to learn from anywhere in the world while balancing work, studies and life.

Our strategic direction of building an ecosystem around all-things related to hospitality, called HOSPITALITY+, enables us to offer a range of courses,

covering everything you'll need to know about the entire hospitality spectrum — from entertainment and restaurants to building and resource management. We also provide a range of multidisciplinary opportunities for research and scholarship, including healthcare, senior living, the digital economy, retail, sustainability and environmental protection. This ecosystem is for your benefit, allowing you to adapt to new and expanding job and internship markets.

Our internationally renowned faculty members come from 17 countries with one goal in mind: to nurture the next generation of hospitality leaders. They each bring years of professional experience, scholarly expertise and diverse global perspectives in the fields of hospitality, tourism, events, foodservice and entertainment.

I invite you to begin your hospitality journey at Rosen College, where we help turn your dreams into reality.

  
**Youcheng Wang, Dean**



*Do you have a passion for making someone's day? So do we. As hospitality professionals, our business is all about making someone feel just a little bit better. And Rosen College just happens to be one of the very best at it.*





Top 5 

UCF is ranked among the top 5 hospitality schools in the world by *CEOWorld* magazine.

WE ARE ROSEN. WE ARE WORLD-CLASS.

# THE BRIGHTEST MINDS IN THE INDUSTRY

**Rosen College was always destined for greatness.** Situated in the heart of one of the nation's most visited tourist destinations, we were founded on the promise of an exceptional curriculum and hands-on learning opportunities. Our internationally ranked, world-class programs attract some of the brightest minds in the industry to challenge students to think and broaden their perspectives. Top educators. Extraordinary advisors. Active scholars. And that's just the beginning.

**“** *The relationship between the faculty and students at Rosen College is a partnership. The faculty are genuinely there to share their passion for the hospitality industry and work alongside them to create highly prepared and team-oriented industry leaders.”*

— **Nadya Jatoft**, Hospitality Management student



Rosen College offers five undergraduate degrees and the only doctoral program specifically in hospitality management in Florida.

# UNDERGRADUATE DEGREES



BACHELOR OF SCIENCE

## ENTERTAINMENT MANAGEMENT

Ready to make your mark in the entertainment world? The Gregory Elias Entertainment Management Program is as vibrant and stimulating as it is forward-thinking. Spend your days studying entertainment design, engineering, operations, finance and marketing. Jump in and find yourself interning or working at one of our global entertainment partners. Can you say big, bold opportunities?

ENTERTAINMENT MANAGEMENT GRADUATES GO ON TO WORK AS:

- Concert promoters
- Director of venue operations
- Entertainment attorneys
- Music publishers and producers
- Talent agents and artists
- Theme park entertainment managers

BACHELOR OF SCIENCE

## EVENT MANAGEMENT

Studying event management at UCF comes with an impressive list of benefits: outstanding faculty. Coveted internships. Seemingly endless job opportunities. The event management program’s top priority is to ensure you have the skills and support you need to thrive. You’ll learn to plan and execute everything from intimate gatherings, concerts and conferences to conventions, meetings and weddings. We’ll delve into important lessons on attention to detail, creativity, food management, marketing, buying, supply chain, risk management and communications.

EVENT MANAGEMENT GRADUATES GO ON TO WORK AS:

- Convention services managers
- Directors of events
- Event design specialists
- Sporting events managers
- Wedding planners



BACHELOR OF SCIENCE

## HOSPITALITY MANAGEMENT

Hospitality management students never wonder if we have their future in mind. Every day, you’ll gain knowledge and real-world experiences that will lead to dream jobs. You’ll learn essential principles and practices such as accounting and finance, tourism, marketing and the history and culture of wine. Students can also select a specialized track in hospitality information technology, lodging management, professional tennis management, or theme park and attraction management.

HOSPITALITY MANAGEMENT GRADUATES GO ON TO WORK AS:

- Airline or cruise managers
- Director of destination management organizations
- Director of talent acquisitions
- Director of training
- Guest services managers
- Hotel general managers
- Marketing managers

BACHELOR OF SCIENCE

## RESTAURANT AND FOODSERVICE MANAGEMENT

Foodservice is one of the world’s largest industries, and it includes an exciting array of career options from franchising and entrepreneurship to supply chain and restaurant management. UCF’s program is focused on helping you become a leader in the restaurant and foodservice industry while connecting you with valuable hands-on experience in the hospitality hotspot of Orlando. Graduates are more competitive in the marketplace and have access to management positions in free-standing enterprises, franchises and hotels.

FOODSERVICE MANAGEMENT GRADUATES GO ON TO WORK AS:

- Catering directors
- Directors of training
- Food and beverage distributors
- Quality assurance managers
- Restaurant entrepreneurs



BACHELOR OF SCIENCE

## SENIOR LIVING MANAGEMENT

Senior living is a rapidly growing industry where hospitality meets healthcare. The demand for qualified and educated managers in this industry is high and constant. Career progressions are bright and exciting, with numerous advancement opportunities and corporate training programs. Work schedules are stable and salaries are significantly above average of other service industries. Most importantly, those who work in this industry have the satisfaction of knowing that they make a big difference in other people’s lives. This degree program prepares students for managerial positions in senior living management. Students will learn various aspects of the senior living industry, such as food and beverage operation, lodging operation, healthcare needs of the elderly and financial management.

SENIOR LIVING MANAGEMENT GRADUATES GO ON TO WORK AS:

- Activity and event directors
- Assistant directors
- Executive directors
- Financial officers
- Foodservice directors
- Life enrichment directors
- Marketing directors
- Operations managers
- Resident relations managers

# OPENING DOORS

Your success is the priority at **Rosen College**. Your success.

High-quality academic programs, hands-on work experience, and strong industry connections all work together to ensure you land a great job after graduation. And there’s plenty of support around campus to help you do just that.

Our teachers are no ordinary faculty. They are industry leaders brought together from around the globe, each one sharing a genuine concern for students, invaluable connections, and broad experience.

In a city that’s internationally known for hospitality and entertainment, Rosen College has built an entire collection of partnerships with restaurants, hotels, theme parks and venues. You’ll have access to specially designed facilities such as the Disney Dining Room, Universal Orlando Foundation Library, Anheuser-Busch Beer and Wine Lab, Darden Auditorium, and the Central Florida Hotel and Lodging Association Executive Development Lounge. It’s a campus like you’ve never seen.



YOUR CAREER STARTS HERE

# HANDS-ON EXPERIENCE

**What makes Rosen College so unique?** We are big on real-world, industry exposure. There's even a hands-on work requirement for graduation: two paid hospitality internships. Through workshops, information sessions, internships and job shadowing, you'll enhance your resume and build professional relationships.

Rosen College hosts a career fair twice a year with more than 70 employers on the hunt for students like you to fill internships, part-time and full-time positions.

## BIG RESULTS

97%

of Rosen College students have secured full-time jobs upon graduation.\*

*\*Prior to the pandemic.*



**Students have enjoyed internships with industry leaders at home and around the world such as:**

- Cannes Film Festival
- Darden Restaurants
- Entertainment Technology Partners
- Hilton Hotels & Resorts
- Holland America Line
- House of Blues
- Marriott International
- Orange County Convention Center
- Orlando Magic
- The Ritz-Carlton Hotel Co.
- SeaWorld Orlando
- Universal Orlando Resort
- The Walt Disney Company
- Warner Music Group

ADVENTURE LIVES HERE

**We've all felt it.** The overpowering urge to study and work abroad. To explore a new country and discover a new culture. To go, see, do. And learn. Welcome to Rosen College's study-abroad program. Everything you need to gain hands-on experience, create international connections and satisfy your wanderlust.

[studyabroad.ucf.edu](https://studyabroad.ucf.edu)

# GRAB YOUR PASSPORT

## STUDY-ABROAD PROGRAMS INCLUDE:

### IRELAND

Dublin Institute of Technology, Dublin

### ENGLAND

Bournemouth University, Bournemouth

University of Surrey, Guildford

### NETHERLANDS

Breda University of Applied Sciences, Breda

### AUSTRIA

Modul University, Vienna

Salzburg University of Applied Sciences, Salzburg

Management Center Innsbruck, Innsbruck

### PORTUGAL

Universidade Europeia (Europa University), Lisbon

### FRANCE

Paul Bocuse Institute, Lyon

### ITALY

International University of Languages and Media (IULM), Milan

### JAPAN

Yamaguchi University, Yamaguchi

Kansai Gaidai University, Hirakata - Osaka

Rikkyo University, Tokyo

### SOUTH KOREA

Sejong University, Seoul

### CHINA

Sun Yat-Sen University, Zhuhai

The Hong Kong Polytechnic University, Hong Kong

Zhejiang University, Hangzhou

Fudan University, Shanghai

Beijing International University, Beijing

### AUSTRALIA

University of Canberra, Canberra

Griffith University, Brisbane



STUDY. LIVE. PLAY.

**Welcome to the center of the action.** Live on the Rosen College campus and connect with others who share your passion for hospitality. It's more than an address. It's a way of life.

# LIVE YOUR BEST COLLEGE LIFE

## ROSEN COLLEGE APARTMENTS

Located on the Rosen College campus, the Rosen College Apartments put you in the heart of everything you need — from campus and work opportunities to grocery stores and movie theaters.

There's more. Students who live at the college get priority registration during their first year — so you can pick your classes first. Plus, during the summer, you can choose to go home, travel or request summer housing if you wish to do an internship or experience more of what Central Florida has to offer.

### APARTMENT FEATURES

Live in a gated community with convenient parking and beautiful views. Special features include:

- 4/2 and 2/1 layouts available
- Private bedrooms
- 24-hour emergency maintenance
- Full kitchen with microwave and dishwasher
- High-speed internet

### THINGS YOU'LL GET ONLY AT ROSEN COLLEGE APARTMENTS

- Individual lease (nine-month or summer only)
- Furnished bedrooms and living rooms
- 24-hour security, including UCF Police Department officers and surveillance cameras
- Resort-style heated pool
- Weekly housekeeping
- Behind-the-scenes access to hospitality management
- Events and programs planned by the housing staff

## GETTING AROUND

On-campus shuttle services and convenient public transportation options through Lynx are available to get you to and from campus.

[parking.ucf.edu/shuttles](https://parking.ucf.edu/shuttles)

## ALL WITHIN STEPS

Rosen College offers:

- Assistance with academic, financial aid and personal needs
- Career services
- Health clinic
- Library
- On-campus bookstore

## HEALTHY = HAPPY

Welcome to a whole host of ways to stay healthy, active and fit. Rosen College has a fitness center that features cardiovascular equipment and weight machines. You can also enjoy the UCF Recreation and Wellness Center at the main campus.

To learn more about Rosen College Apartments, visit [housing.ucf.edu/choices/rosen](https://housing.ucf.edu/choices/rosen).

“Our professors at Rosen College are incredible. They don't just teach the material, but they each have unique industry experience that they bring to the table and they're willing to do what it takes to see their students succeed.”

— **Elizabeth Rutkovsky**, Hospitality Management student

We've got you covered on campus with a health clinic, library and bookstore.



Our free shuttles will transport you in air-conditioned comfort from Rosen College to the main campus while providing free wifi.



Enjoy resort-like amenities at our on-campus apartment community with an outdoor pool, community center with grill area, on-campus parking and complimentary laundry facilities.





LOCATION, LOCATION, LOCATION

# LIFE IS GOOD HERE

It's not often you discover a place where a sense of adventure is contagious. Living in America's most popular tourist destination has its perks, including theme parks, thrill rides, national sports teams and thousands of restaurants that feature cuisines from around the globe. From our dynamic downtown to our eclectic neighborhoods and wide-open natural preserves, Central Florida boasts 236 days a year of sunshine. It's no wonder that so many UCF alumni choose to call Central Florida home.

“Certainly we have the best hospitality college globally — the best destination to study, work and experience hospitality, the finest globally recognized faculty members, great industry partnership, the state-of-art Rosen campus, and engaged and well-prepared students.”

— **Fevzi Okumus**, Professor

GET INVOLVED

# BRING ON THE KNIGHT LIFE

Need a few good reasons to get involved in extracurricular activities? No matter your interest, there are more than 650 student clubs and organization, plus hundreds of events and activities happening outside the classroom. There's even the Rosen Life office, with social and networking opportunities created especially for hospitality students like you. Visit [osi.ucf.edu](https://osi.ucf.edu).

## UCF STUDENT ACTIVITIES AND RESOURCES

ATHLETIC EVENTS

COMEDY SHOWS

ART EXHIBITS

HOMECOMING ACTIVITIES

RENOWNED SPEAKERS

THEATER PERFORMANCES

FILM SCREENINGS

STUDENT GOVERNMENT

CFHLA NETWORKING EVENTS

PROFESSIONAL HOSPITALITY ORGANIZATIONS

46 NATIONAL, SOCIAL, GREEK-LETTER ORGANIZATIONS

MORE THAN 650 CLUBS AND ORGANIZATIONS

FREE PRINTING AND SCANTRONS

PEER OUTREACH MENTORING PROGRAM

STUDY-ABROAD OPPORTUNITIES



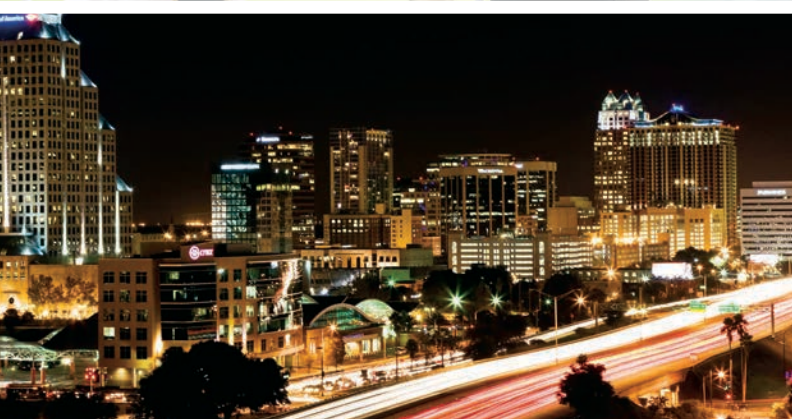
Photo courtesy of Orlando City Soccer Club.



BIGGEST AND BEST

75,000,000+

visitors make Orlando the nation's most visited tourist destination.







WELCOME TO YOUR STARTING POINT

# APPLYING TO UCF

Two things to remember. Apply early and indicate your intended major: Entertainment Management, Event Management, Hospitality Management, Senior Living Management or Restaurant and Foodservice Management. Rosen College doesn't require a separate application.

Best place for more information? Whether you're an incoming first-year student or a transfer student, visit [ucf.edu/admissions](https://ucf.edu/admissions) for more information about the following:

- **Application fee and timelines**
- **Essay (optional)**
- **High school GPA, SAT and ACT requirements**
- **Transfer coursework and GPA requirements**

## APPLICATION DEADLINES

FRESHMEN		TRANSFERS		INTERNATIONAL	
Fall:	May 1	Fall:	Jul 1	Fall:	Mar 1
Spring:	Nov 1	Spring:	Nov 1	Spring:	Sep 1
Summer:	Mar 1	Summer:	Mar 1	Summer:	Jan 1

## INTERNATIONAL STUDENTS

In addition to the requirements for U.S. applicants, you must submit the following forms and information:

- Evaluated transcripts from all schools you have attended, including international colleges and universities may be required
- Exam scores, including TOEFL or IELTS scores — UCF TOEFL Code: 5233
- Required immigration documents

For more information: [admissions.ucf.edu/apply/international](https://admissions.ucf.edu/apply/international).



UCF accepts the university's online application at [ucf.edu/admissions](https://ucf.edu/admissions). First-time-in-college students can also apply via the Common Application at [commonapp.org](https://commonapp.org). Questions? [rosenadmission@ucf.edu](mailto:rosenadmission@ucf.edu) or **407-903-8166**.

## FINANCIAL AID

# AFFORDABLE, QUALITY EDUCATION

Rosen College is part of one of the most affordable universities in the nation. *Forbes*, Kiplinger and The Princeton Review have named UCF a best value university. You can find more information on in- and out-of-state tuition and more at [finaid.ucf.edu](https://finaid.ucf.edu).

## NEED-BASED FINANCIAL ASSISTANCE

Funds are awarded to students based on financial need. Awards may be provided as grants, low-interest federal loans or via the Federal Work-Study program.

All students must apply or reapply annually for financial aid. The Free Application for Federal Student Aid (FAFSA) is available Oct. 1. Students should apply by our Dec. 1 FAFSA priority application date to be considered for the best financial-aid package. For information on applying for aid and an online application: [finaid.ucf.edu/applying](https://finaid.ucf.edu/applying).

## MERIT-BASED SCHOLARSHIPS

Academically talented? Our merit-based scholarships are based on academic performance, campus and community involvement, leadership and work experience. Additional industry and college-sponsored awards are available exclusively for Rosen College students. For more information:

[hospitality.ucf.edu/students/current-students/financial-aid](https://hospitality.ucf.edu/students/current-students/financial-aid).

Rosen College awards current students more than **\$200,000** in industry and college-sponsored scholarships annually. For more information visit [ucf.academicworks.com](https://ucf.academicworks.com).



## FACULTY EXPERTISE

Worldwide travel is increasing exponentially, which is why Assistant Professor of hospitality management **ROBIN BACK** believes students not only need to learn the principles of hospitality but the culture of it too. Coming from a fourth-generation wine-making family, he has more than 25 years of expertise in travel and tourism, retail, and wine and spirits industries. His extensive experiences in South Africa, the United Kingdom and the Caribbean bring a global perspective to his classroom. In making the career change from industry to academia, he knew that the Rosen College of Hospitality Management — with its global recognition as one of the top hospitality schools and its beautiful resort-style campus — was where he wanted to be.

“For our hospitality and non-hospitality students, an understanding of wine and spirits is an invaluable career skill that often becomes a passion too.”



# BE OUR GUEST

## VIRTUAL TOURS

To keep our family and yours safe during the pandemic, our guided tours are currently on hold. Until we can give you the big, warm welcome you deserve, you are invited to explore UCF through virtual information sessions and tours. We offer a couple of options to get an up-close look at all there is to love about UCF from the comfort of your own home. Learn more and view campus tour videos at [admissions.ucf.edu/visit](https://admissions.ucf.edu/visit).

## PROSPECTIVE STUDENT INFO SESSIONS

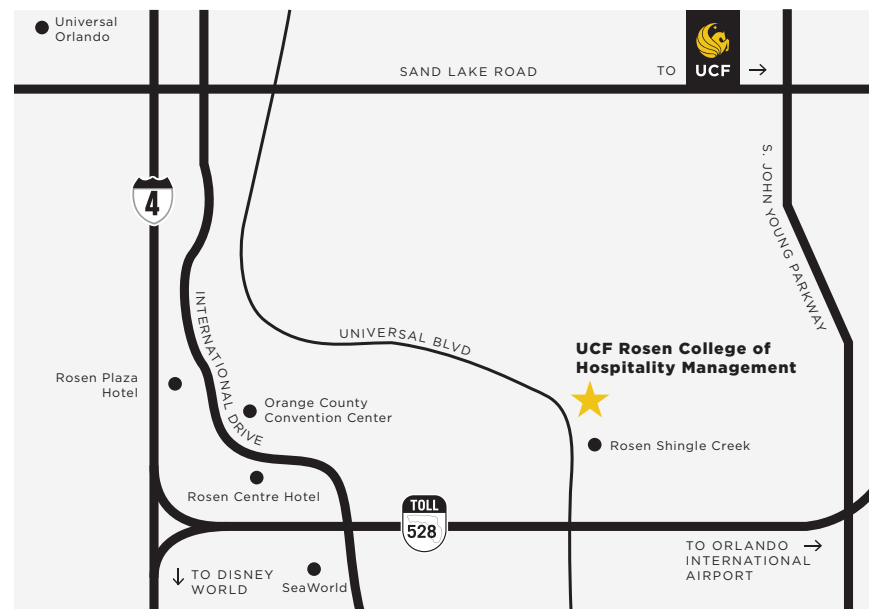
Learn about the admissions process and get answers to your questions — from application and scholarships to deadlines.

## PANEL DISCUSSIONS WITH CURRENT UCF STUDENTS

Get the inside scoop on what life is really like at UCF from current Knights. Talk about housing, activities, academics and more.

## MEETING WITH AN ADMISSIONS COUNSELOR

Chat with an admissions representative about the UCF undergraduate application process or work through your admissions status.



### DRIVING TIMES FROM ROSEN COLLEGE TO:

- Convention Center: **2 minutes**
- International Drive: **3 minutes**
- SeaWorld: **5 minutes**
- Universal Orlando: **10 minutes**
- Walt Disney World: **15 minutes**
- Downtown Orlando: **15 minutes**
- International Airport: **15 minutes**
- UCF Main Campus: **35 minutes**
- Cocoa Beach: **60 minutes**







STUDENT

## MASTERING YOUR CRAFT

DirectConnect to UCF transfer student, **MATTHEW MCLAUGHLIN** is expanding on the passion for theater performances he discovered at a local partnership college. Now the entertainment-management student is learning how to create behind-the-scenes experiences at UCF's Rosen College for Hospitality Management. Living on campus, being involved with the Knights Entertainment Student Organization, and holding leadership positions with Pineapple Theatre Club and UCF Wine Club has helped the future artistic director further immerse himself in a community that shares his interests.

“*Being at UCF has really helped me figure out what I want to do in my field and develop the skills and connections needed to pursue my dream.*”

# A UNIVERSITY WITH HEART

**Rosen College celebrates one-on-one, personal attention.** It's what we do. For thousands of happy graduates. Students reap the benefits of a small private-college culture inside of one of the largest universities in the nation. Our impressive partnerships with hospitality leaders such as Darden Restaurants, Disney, Golf Channel, Marriott and Hard Rock Live provide unmatched networking and endless career opportunities.

“*Not only is Orlando one of the world's greatest destinations to visit, but it is also a significant industry 'engine' for the world of hospitality and tourism with a number of national and regional headquarters located here — providing ample opportunity for students and making Orlando a place as unique to visit as it is to work and study hospitality and tourism.*”

— **Alan Fyall**, Associate Dean