

# ENTREPRENEURSHIP IN TOURISM, HOSPITALITY AND EVENT MANAGEMENT CERTIFICATE

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The Entrepreneurship in Tourism, Hospitality and Event Management Certificate trains students in the implementation of entrepreneurship in the tourism, hospitality, and event industries. Students will learn about business trends, food and beverage, strategic management, marketing applications, facility, and operations in the industries. They also can gain specialized knowledge and practice in areas such as starting a new business, joining franchises, working in social enterprises, and working in corporate settings.

## About this Program

- **College:** Health and Human Performance (<http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/>)
- **Credits:** 9 | Completed with minimum grades of C or better; courses must be taken at UF.
- Student Learning Outcomes (SLOs) (<https://public.tableau.com/app/profile/uf.oipr4918/viz/UFStudentLearningOutcomesCertificatesOnly/StudentLearningOutcomes/?publish=yes>)

*Certificates must comply with the Certificate Policy.*

## Department Information

The Department of Tourism, Hospitality and Event Management prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills.

**Website** (<http://hhp.ufl.edu/about/departments/them/>)

## CONTACT

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THE FLORIDA GYMNASIUM

GAINESVILLE FL 32611-8208

Map (<http://campusmap.ufl.edu/#/index/0021>)

## Curriculum

- Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate
- Combination Degrees
- Entrepreneurship in Tourism, Hospitality and Event Management Certificate
- Event Management Minor
- Event Management Minor UF Online
- Tourism, Hospitality and Event Management
- Tourism, Hospitality and Event Management UF Online

*Open to students in any major except Tourism, Hospitality & Event Management majors with a specialization in Tourism & Hospitality Management.*

## Prerequisites

- Current UF undergraduates
- 2.0 overall GPA

## Required Courses

Code	Title	Credits
HFT 3806	Food and Beverage Management	3
HFT 3834	Entrepreneurship in Tourism, Hospitality and Event Management	3
HFT 4743	Tourism and Hospitality Marketing	3
or LEI 4540	Management & and Supervision of THEM Facilities	
<b>Total Credits</b>		<b>9</b>

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