



კავკასიის ტურიზმის სკოლა
CAUCASUS TOURISM SCHOOL

JOINT MASTER'S PROGRAM OF CAUCASUS UNIVERSITY AND ROSEN COLLEGE OF HOSPITALITY MANAGEMENT

TOURISM AND HOSPITALITY MANAGEMENT

Duration of the program:

- 2 academic years

Qualification:

- Master of Hospitality Management - 120 ECTS

Enrollment Requirements:

- Bachelor's academic degree
- Common master's exam
- English language test and interview

Program language:

- English

Important dates

- Registration for the common master's exam - March
- Common Master's Exam - July
- Acceptance of documents - August-September (room B26)
- Interview with selected candidates - September
- English test – September

Yearly tuition fee

- For citizens of Georgia - \$7,500
- For non-residents - \$10,000

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The aim of the program is to offer students a high-level education in tourism and hospitality management, improving their employment prospects in both the local and international labor market; The program is also focused on updating and developing the professional competencies of managers currently employed in the tourism and hospitality sector. The program is implemented in cooperation with the Rosen College of Hospitality Management, University of Central Florida, which ranks first in the US in hospitality management and is among the top five universities in the world. The most important subjects of the program will be taught by ROSEN College professors, which include:

- Management of hosting and guest services
- Strategic Marketing in Hospitality and Tourism
- Applied Revenue Management in Hospitality
- A challenging course of training and development in the hospitality industry
- Digital Marketing and Mega Data Management in Hospitality/Tourism

Those employed in the hospitality industry will be able to take these courses as part of a master's program or as separate certificate courses, and the certificate will be issued by the ROSEN College. The rest of the subjects will be taught by highly qualified professors and invited lecturers of the Caucasus Tourism School.

Program content

- Management of hosting and guest services
- Strategic Marketing in Hospitality and Tourism
- Principles of destination management
- Academic writing techniques
- Entrepreneurship in the Hospitality Industry: From Concept Development to Capitalization
- Applied Revenue Management in Hospitality
- Critical Human Resource Issues in the Hospitality Industry
- Event Administration
- Food service operational management
- Qualitative and quantitative research methods
- An enhanced training and development course in the hospitality industry
- Digital Marketing and Mega Data Management in Hospitality/Tourism
- Financial analysis in hospitality enterprises
- Hospitality/Tourism Information Technology
- Practice in the hospitality industry

Strengths of the program

- Teaching carried out by highly qualified, motivated Georgian and American academic and visiting staff with theoretical, practical and research experience.
- A program adapted to modern standards
- Practical components
- Development of necessary skills for research planning and implementation, as well as for the presentation of results
- An organised program structure focused on quality, outcomes and employer/state interests
- Current practical activities of academic staff and the potential to promote integration or employment of graduates in professional circles
- Innovative hospitality industry courses in the Georgian market
- Five high-level courses taught by University of Central Florida professors, upon completion of which graduates will receive ROSEN College certificates
- Special course offer focusing on training employees in the tourism and hospitality industry



Rosen College of
Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA