STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
Academic Affairs Committee
November 13, 2026

SUBJECT: Master of Science in Artificial Intelligence-Driven Hospitality, CIP 52.0901, University of Florida

PROPOSED COMMITTEE ACTION

Consider approval of the Master of Science in Artificial Intelligence-Driven Hospitality, CIP 52.0901, at the University of Florida's Jacksonville campus.

AUTHORITY FOR BOARD OF GOVERNORS ACTION

Article IX, Section 7, Florida Constitution

BACKGROUND INFORMATION

The University of Florida proposes establishing a Master of Science in Artificial Intelligence (AI)-Driven Hospitality, offered at its Jacksonville campus. At the March, 2024 Board of Governors' meeting, the Board approved the University of Florida's request to establish a Jacksonville educational site with graduate-level programs as a Type III Additional Campus. The Board approved the request to establish the campus with the nine academic programs presented. This proposed Master's in AI-Driven Hospitality was not one of the nine academic programs approved for the Jacksonville campus at the March 2024 Board of Governors' meeting.

The proposed program focuses on applying artificial intelligence, machine learning, and automation across the hospitality, tourism, and event industries. The program is unique from other master's degree programs in the System with the same CIP code because of the focus on AI in the curriculum. The University of North Florida provided a letter of support for the program.

Graduates of the program will be prepared for jobs such as general operations managers, entertainment and recreation managers, and administrative services managers. These jobs are projected to grow by 10% or more in Florida from 2025 through 2033.

The University of Florida plans to charge the currently approved graduate tuition rates of $530.69 per credit hour for resident students and $1,327.88 per credit hour for non-resident students.

The University of Florida Board of Trustees approved the program on June 11, 2026. If approved by the Academic Affairs Committee, the proposal will be forwarded to the full Board for consideration. If approved by the Board of Governors, the University of Florida will implement the program in spring 2027 on the Jacksonville campus.

Dr. Lynn Nelson, Associate Vice Chancellor for Academic Affairs and Innovation, will provide an overview of the proposal.

Supporting Documentation Included:	1. Board Staff Analysis 2. Proposal
Facilitators/Presenters:	Dr. Lynn Nelson