

Golf Enterprise Management

This specialization will prepare students for careers in the management of golf operations. Students will demonstrate their knowledge and skills through applied activities and assessment of theoretical principles, benefiting from the “hands on, minds on” approach to learning. The specialization will enhance degree programs in General Business Administration; Hotel, Restaurant and Tourism Management; and Service

Management as well as the professional careers of persons seeking employment in the golf industry. This specialization is supported by the golf industry to address the need for employees with knowledge of the industry and the skills required to manage the many aspects of a golf-related business.

Requirements for the Specialization

18-22 credits required.

Intended Outcome	Learning Activity	Evaluation
Students will be able to:	Required courses: 9-12 credits	
1. Understand major trends in the golf industry, including tourism, consumer interests, course ownership and management, and golf retail business.	GEM-101 Introduction to Golf Enterprise Management 1 GEM-201 Principles of Golf Enterprise Management..... 3	Successful completion of required courses with a grade of “C” or better.
2. Distinguish missions of principal national and international associations in the golf industry.	GEM-101 Introduction to Golf Enterprise Management 1	
3. Understand golf facility operations from perspectives of resort, private, municipal, and daily fees courses.	GEM-201 Principles of Golf Enterprise Management..... 3	
4. Understand basic business principles as applicable to golf enterprise management.	GEM-201 Principles of Golf Enterprise Management..... 3	
5. Understand issues and strategies for developing new customers and retention of past customers of golf operations.	GEM-301 Customer Development, Retention and Marketing 3	
6. Develop basic golf skills.	PE-129 Golf 1	
7. Integrate the knowledge and skills obtained in the courses in the Golf Enterprise Management specialization through a practical experience in the golf industry.	XXX-XXX Co-op or field experience in a golf enterprise venue 1-4	Successful completion of co-op or internship with a grade of “C” or better. The student will be evaluated by the employer and a faculty mentor. The student will complete a final report that provides a general overview of the golf enterprise venue including its policies and procedures, a description of the job duties performed, the relationship of the courses in the specialization to the experience and a self evaluation of performance in the position.
Based upon the selective courses chosen the student will be able to:	Selective courses: 9-13 credits	
8. Explain the concepts of raising, allocating and controlling capital for business entities; analyze the income tax system and its relevance with business decisions; analyze financial data to make investment decisions.	BUACT-340 Business Finance 3	Successful completion of selective courses with a grade of “C” or better.
9. Develop a business plan that addresses the strategies required to start a small business including legal and financial aspects.	BUMGT-480 Entrepreneurship: Small Business Planning..... 3	
10. Demonstrate an understanding of the retail, wholesale, advertising, channels of distribution from perspectives of manufacturer to customer.	BUMKG- 330 Principles of Marketing 3	
11. Analyze the retailing process, the environment within which it operates, and the institutions and functions that are performed.	BURTL-127 Basic Merchandising 3	
12. Integrate the principles of golf resort planning and operation from the aspects of the resort concept, master planning, environmental impact, facility design, maintenance and operational management.	HT-330 Resort Planning and Operation 3	
13. Evaluate diversified natural and man-made background tourism elements (BTE) and the preservation and incorporation of these concepts for development of tourism destinations.	HT-340 Development of Tourism Attractions 3	



Intended Outcome	Learning Activity	Evaluation
14. Understand management of golf club operations from perspectives of customer service for membership, personnel, marketing, and financing.	HT-352 Club Management 3	
15. Evaluate the factors involved in developing and managing a golf property including the feasibility, financing, appraisal, leases, purchase agreements and management contracts.	HT-371 Commercial/Residential Property Development and Management 3	
16. Develop interpersonal communication attitudes and skills for effective business practices.	PSYC-370 Interpersonal Effectiveness Training 2	
17. Understand consumer behavior from the perspectives of psychological theories and principles.	PSYC-377 Consumer Psychology 3	
18. Understand basic public relations strategies for community, employee, customer, and media applications.	PSYC-379 Public Relations 2	
19. Understand theories and techniques for effective management of personnel.	PSYC-382 Human Resource Management 3	
20. Examine the environment in which service operations such as golf operate from the perspective of both the customer and operations management.	INMGT-210 Service Operations Management 3	
21. Analyze the service management strategies used in the golf industry as contrasted with other economic sectors.	SRVM-354 Service Marketing Management 3	
22. Evaluate how national and cultural constraints and expectations impact planning, execution, and evaluation of service quality in the golf industry.	SRVM-420 International Service Concepts 3	