

HONOURS BACHELOR OF BUSINESS ADMINISTRATION (GOLF MANAGEMENT)

Program Outline

Major:	BAGM
Length:	4 Years
Delivery:	8 Semesters, plus 3 work terms
Credential:	Honours Bachelor Degree
Effective:	2016-2017
Location:	Barrie
Start:	Fall (Barrie)

Description

This program provides students with a degree-level education in business management with an applied focus on the golf industry. Students will develop the knowledge and understanding of the key concepts, methodologies, current trends, theoretical approaches and assumptions to manage effectively in the golf industry. Graduates are prepared to think critically and innovatively, and to professionally apply business management skills.

Career Opportunities

This program prepares graduates with a sound basis in the theory and skills necessary to be effective in the workplace and to remain current in their field as they accept rising levels of responsibility and accountability. Specifically, graduates may find employment as General Managers, Assistant General Managers, Directors of golf/club operations, Head Golf Professionals, Associate Golf Professionals, Pro Shop Managers, Events Managers, Golf store retail managers, Golf equipment manufacturers sales representatives, Golf finance / human resources / marketing specialists.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- research and analyze historic, demographic, and global economic trends that will impact business decision making, planning and marketing;
- create and implement a customer service approach to quality service and customer satisfaction in accordance with accepted ethical practices within the golf industry;
- analyze business situation and industry specific problems from a multi-functional perspective and provide solutions based on the business decision making process and risk management for human, physical and financial resources;
- apply a systematic approach to evaluate the operational strengths and weaknesses of a golf business to implement strategies for improvement while demonstrating entrepreneurial initiative;
- integrate sophisticated academic research skills and methodologies from either the social sciences or arts and humanities to demonstrate a depth of knowledge and application of quantitative and qualitative methods outside of the business discipline;
- critically examine personal biases and paradigmatic approaches, revising attitudes as appropriate, in order to work in a diverse industry which includes a variety of people, cultures and classes;
- integrate the different domains of learning as it relates to the cognitive, affective, and kinesthetic aspects of the golf industry;
- model interpersonal, leadership, and team building skills in diverse settings with critical reflection upon one's own performance;
- provide ethical, accountable and effective professional practices to individuals and groups in the community from a variety of diverse backgrounds;
- evaluate and communicate information, both orally and in writing to a range of audiences.

Practical Experience:

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with work experience related to their programs of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills, and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order for students to proceed successfully to their first co-op work experiences. To ensure students are eligible to proceed onto any co-op work experience, students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website: www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Training, Colleges and Universities.

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Work Term 1	Sem 3	Sem 4	Work Term 2	Sem 5
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Fall 2016	Winter 2017	Summer 2017	Fall 2017	Winter 2018	Summer 2018	Fall 2018
Sem 6	Work Term 3	Sem 7	Sem 8			
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Winter 2019	Summer 2019	Fall 2019	Winter 2020			

Articulation:

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <http://www.georgiancollege.ca/admissions/credit-transfer/>

Admission Requirements:

OSSD or equivalent with

- minimum overall average of 65 per cent
- six Grade 12 U or M level courses
- Grade 12 English U
- Grade 12 U level Mathematics

Mature applicants may also be considered for admission to this program providing their previous school performance and/or recent work record suggests a strong possibility of academic success. In order to qualify, applicants must be 19 years of age by December 31 of the year of admission and must have been away from formal education for at least one year immediately prior to beginning studies. Mature applicants must meet subject prerequisites prior to registration.

Applicants should be aware that first-year enrolment is limited; satisfying minimum entrance requirements does not guarantee admission.

Selection Process:

Selection is based on academic grades and subject prerequisites; applicants must meet minimum averages to receive final acceptance.

Additional Information:

This college has been granted consent by the Minister of Training Colleges and Universities to offer this applied degree for a five-year term starting June 25, 2015. The college shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

Non-core courses are required in all degree programs to meet the Ministry of Training, Colleges and Universities benchmark for depth and breadth in degree-level learning. These courses are designed to give students the tools to develop interdisciplinary perspectives that inform their approach to their own discipline, their continued education and their life outside work.

Students are required to take: at least one first year interdisciplinary course (INTS1xxx); two introductory courses in their choice of disciplines outside their main field of study, which may include psychology (PSYC1000 or 1001), social science (SOCI1000), humanities (HUMA1000), or science (SCEN1000); one advanced course in a discipline (ex. PSYC3xxx, SOSC3xxx, HUMA3xxx), and; one upper level interdisciplinary course (INTS4xxx). These courses and any remaining non-core course requirements to be selected from the program list.

Graduation Requirements:

- 38 Mandatory Core Courses
- 3 Mandatory Non-Core Courses
- 7 Elective Non-Core Courses
- 3 Co-op Work Terms

Graduation Eligibility:

To graduate from this program, a student must attain a minimum of 60 percent or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester, and have an overall average of 65 percent in core courses and 60% in non-core courses.

Mandatory Core Courses

ACTG1000	Introduction to Accounting
ACTG2000	Accounting Applications
BSNS1003	Business Communications
BSNS2001	Ethics for Business
BSNS2004	Organizational Behaviour
BSNS3000	Entrepreneurship and the Business Plan
BSNS3002	Services and Product Innovation
BSNS4001	Service Excellence
BSNS4002	Business Policy Capstone
BSNS4004	Principles of Networking
COSC1000	Computer Studies for Managers in Golf
ECNM1000	Microeconomics
ECNM1001	Macroeconomics
FINC3001	Financial Measurement and Analysis
FINC3003	Corporate Finance
GLFD1000	Golf Etiquette and Game Improvement
GLFD1001	Rules and History of Golf
GLFD2000	Golf Etiquette and Game Improvement 2
GLFD2003	Sales Concepts and Applications for the Golf Industry
GLFD3001	Agronomy for the Golf Industry
GLFD3002	Pro Shop Retail Management
GLFD4001	Golf Course Design and Construction
GLFD4002	Golf Club Administration and Governance
HRMG4000	Human Resource Management
HSPM3000	Food Service Operations Management
HSPM3001	Event Management
HSPM4000	Food Service Control Systems
JURI1000	Legal Aspects in Golf Management
MATS2000	Business Mathematics
MNGM1000	Leadership
MNGM1001	Management Principles
MNGM2001	Project Management
MNGM4001	Inspiring People for / to Exceptional Performance
MNGM4008	Management of Service-Based Organizations
MRKT1000	Introduction to Marketing
MRKT1001	Consumer Behaviour
MRKT1002	Marketing
MRKT3001	Marketing Analysis

Mandatory Non-Core Courses

INTS1002	Introduction to Multidisciplinary Research
PSYC1000	Introduction to Psychology 1

PSYC3000 Applied Sport Psychology

Elective Non-Core Courses

To be selected from College list

Co-op Work Terms

COOP1024 Golf Degree Work Term 1

COOP2019 Golf Degree Work Term 2

COOP3011 Golf Degree Work Term 3

Course Descriptions:

ACTG1000 Introduction to Accounting 42.0 Hours

This course introduces students to Generally Accepted Accounting Principles as well as the ethical considerations in recording financial information. The process of recording, summarizing and reporting financial information is covered in detail. As well, emphasis will be placed on interpreting and using financial information for decision making.

ACTG2000 Accounting Applications 42.0 Hours

This course builds on financial concepts and issues, focusing on management accounting as it applies to managerial decision-making. Emphasis is placed on how accounting and finance affect profit planning, budgeting, forecasting financial projections, and measuring organizational health.

P- ACTG1000 Introduction to Accounting

BSNS1003 Business Communications 42.0 Hours

This introductory business communications course covers communication skills needed for the workplace. Writing emails and formal reports, presenting to small and large groups, planning and chairing meetings, creating effective job search documents and strategies, and preparing for job interviews are topics covered in business communications.

BSNS2001 Ethics for Business 42.0 Hours

In this course, students further develop their critical thinking skills through the study of various moral, philosophical, and psychological theories related to the students' industry of choice. Emphasis is placed upon identifying, analyzing, and applying ethical principles to customer-corporation, and employer-employee relationships evident in a service oriented business.

BSNS2004 Organizational Behaviour 42.0 Hours

This course examines the strategies and techniques used by effective managers and leaders in industry so that students will develop the interpersonal skills and traits

leading to successful workplace relationships. Students discuss workplace trends, managing change, personal management techniques, effective communication, conflict resolution, and team building.

BSNS3000 Entrepreneurship and the Business Plan 42.0 Hours

Building on previous courses offered in marketing, finance and law, students will learn how to establish and operate a small business. This course will combine a theoretical analysis of the small business market and the business idea, with the practical exercise of creating a professional business plan. Included will be self-assessment exercises to determine the student's entrepreneurial profile.

P- ACTG1000 Introduction to Accounting and P- MRKT1000 Introduction to Marketing

BSNS3002 Services and Product Innovation 42.0 Hours

This course examines the importance of new product and service development to the achievement of an organization's objectives and how the process of innovation can be managed. Students will study the connection between competitive intelligence, consumer needs, value creation, technology and the new product/service development process. This course will make extensive use of the case study method of analysis as a basis for class discussion of innovation management issues.

P- MRKT1000 Introduction to Marketing

BSNS4001 Service Excellence 42.0 Hours

Service excellence develops a sustainable competitive advantage. By learning and applying superior customer service techniques, students learn how to strengthen their own customer relationships with the objective of long-term loyalty to the organization.

BSNS4002 Business Policy Capstone 42.0 Hours

This course, offered to Golf Management degree program students in their final semester, combines a theoretical analysis of the principles and strategies of management with aspects from other discipline areas, such as human resource management, marketing, and finance. Working directly with industry managers, students will apply their theoretical knowledge in a practical club environment.

BSNS4004 Principles of Networking 42.0 Hours

This course is designed specifically to help students understand the critical importance of building and nurturing a professional network in the golf industry. Participants will be introduced to industry specialists as well as a self-evaluative diagnostic mechanism with the goal of developing one's professional golf industry network. The importance of mentorship and career preparedness strategies will also be examined.

COOP1024 Golf Degree Work Term 1 760.0 Hours

Co-operative education is a mandatory component of the Golf Management Degree. Students will secure a paid, 4 month work term from May to September in the golf industry. Students are required to attend and participate in the scheduled co-op

planning class in order to receive the necessary resources for a successful first co-op experience. A debriefing session is held upon return to school from this work term. This session is designed to help the students organize and submit all supporting documentation for the first work term credit. The first work experience will focus on Turf Operations.

COOP2019 Golf Degree Work Term 2 760.0 Hours

Students are required to secure a paid 4 month co-op work term from May to September focused in golf operations where duties include back-shop supervision, range or practice facility maintenance, pro-shop duties and tournament facilitation. Students are also required to attend a scheduled debriefing session upon return from the second work term. This session is intended to allow students to organize and submit all supporting documentation for the second work term credit.

COOP3011 Golf Degree Work Term 3 760.0 Hours

Students are required to secure a paid 4 month co-op work term from May to September focused in club house operations. This may include food & beverage, membership marketing, finance, boards and committees and governance. Students are also required to attend a scheduled debriefing session upon return from the second work term. This session is intended to allow students to organize and submit all supporting documentation for the second work term credit.

COSC1000 Computer Studies for Managers in Golf 42.0 Hours

In this course students learn to complete tasks utilizing computer applications for word processing, creating spreadsheets, database management, and multimedia presentations. Emphasis is placed upon using these applications for a variety of golf management operations, such as memberships, tournaments, reservations, financial accounting, retail management, and handicapping. Students also learn to manage files and to research pertinent information using the Internet.

ECNM1000 Microeconomics 42.0 Hours

This course examines the theory, principles and methods of economic analysis and its application to economic decision-making in the firm. Topics include market structure and efficiency, the firm behaviour and the organization of industry.

ECNM1001 Macroeconomics 42.0 Hours

Successful completion of Microeconomics, or equivalent, is recommended prior to taking this course. While microeconomics concentrated on economic principles applied to the market structure, this course continues with a critical examination of economic principles applied to the overall economy. Understanding economic indicators, the impact of legislation and government policy, and international trade on the economy will be the focus of this course.

FINC3001 Financial Measurement and Analysis 42.0 Hours

This course concentrates on the concepts and measurements involved in financial statements as it relates to the golf facility's efficiency, productivity, and profitability, and focuses on developing the managerial skills needed to analyze and make decisions using these financial statements. Students apply accounting and mathematical operations and principles to investigate and solve a range of business problems typically encountered in a golf business, including capital budgeting decisions, management of funds, and the financial implications of various kinds of business decisions.

P- ACTG2000 Accounting Applications

FINC3003 Corporate Finance 42.0 Hours

This course is for the financial manager, designed to develop a student's ability to apply a variety of financial calculations to a range of business problems, including capital budgeting decisions, management of funds, security analysis and the financial implications of various kinds of investment, financing and dividend decisions.

P- MATS2000 Business Mathematics

GLFD1000 Golf Etiquette and Game Improvement 42.0 Hours

This course provides basic human anatomical and physiological information necessary for understanding the structure and function of the body as it relates to the golf swing. Students will assess personal golf skills given accepted measurement criteria and establish realistic goals for improvement. Regardless of the students' playing ability upon entry to the program, there is an expectation of game improvement as students are provided with substantial direction and tools for their own benchmarking and analysis. Integral to this improvement is the application of professional golf etiquette.

GLFD1001 Rules and History of Golf 42.0 Hours

This course examines and analyzes important dates, traditions and people that have shaped the game of golf in Canada and around the world. Students learn the official rules of golf as rendered and administered by the various international governing bodies. The roles and functions of officials, such as starters, course marshals and rules officials are also explored.

GLFD2000 Golf Etiquette and Game Improvement 2 42.0 Hours

This course builds on information provided and skills developed in Game Improvement 1 with a continued emphasis on player development achieved through required practice and playing opportunities. Benchmarking and self analysis will remain a key focus with the additional emphasis on student mastery of full-swing analysis and putting performance software and teaching tools. Students will understand and articulate the positive effects that proficient club making, club fitting and course management strategies can have on player development and improvement.

P- GLFD1000 Golf Etiquette and Game Improvement

GLFD2003 Sales Concepts and Applications for the Golf Industry 42.0 Hours

This course examines the steps in the strategic sales process including prospecting, presenting, negotiating, closing, and servicing the sale. Students learn what influences and affects buying behaviour by examining, categorizing, and explaining consumer psychological factors, such as motivation and personality types. Students will explore the role of professionalism, communication, personal interaction, and problem-solving in the selling process especially as it relates to the golf business. Selling to the Internet-informed consumer will also be discussed.

GLFD3001 Agronomy for the Golf Industry 42.0 Hours

This course will present various aspects of turf and course management and will include turf grass identification, selection, and maintenance, soil chemistry and biology, soil nutrients, drainage, hydraulics and irrigation systems design and maintenance, water management, pest and insect management, and other aspects of grounds maintenance.

GLFD3002 Pro Shop Retail Management 42.0 Hours

This course concentrates on strategic and tactical application of retail and financial accounting concepts as they relate to the analysis, development and operation of the Canadian golf-related enterprise, particularly as they relate to retail structures, markets, and customers. Students will complete several investigative and analytical projects that include forecasting, prospecting, management reporting, and economic benefit analysis.

GLFD4001 Golf Course Design and Construction 42.0 Hours

This course focuses on the construction and /or redevelopment of golf courses from an architectural perspective. Students will learn the principles and core concepts of golf course design and renovation and will understand the processes involved in planning, budgeting, building and maintaining courses and how these relate to the design selected.

GLFD4002 Golf Club Administration and Governance 42.0 Hours

This course provides students with key concepts and skills of golf facility administration and the role of the professional club manager. Topics of study include governance, boards and committee relationships and roles, public versus private club administration, finance, by-laws, memberships, human resources, and the charter. Emphasis is also placed on effective meeting management, leadership, human relations, and communication.

HRMG4000 Human Resource Management 42.0 Hours

This course provides an introduction to the various functions of human resource management, including compensation and benefits, staffing, recruitment and selection, research, labour relations, training and development, health and safety, planning, mediation and arbitration, the influence of government legislation on industry, and human rights legislation and employment equity.

HSPM3000 Food Service Operations Management 42.0 Hours

Students study the management of the purchasing function as it applies to food, beverages, supplies, equipment, furnishings and services. There will be a focus on developing appropriate policies and procedures for a food and beverage operation, understanding of food cost and the process of managing the supply channel.

HSPM3001 Event Management 42.0 Hours

This course presents all aspects of running successful events (such as tournaments, retreats, social and corporate events) from planning through execution. Graduates will learn how to organize and coordinate events including the liaising of various departments both within the organization and with external parties.

HSPM4000 Food Service Control Systems 42.0 Hours

This course builds on the theory and concepts developed in Food Service Operations Management and includes food cost control, budgeting, cash flow management, inventory control, payroll and bar and liquor management. Student learning is focused on improving efficiency and productivity of the Food and Beverage operation using statistical analysis, operations analysis, project management principles and food industry software.

INTS1002 Introduction to Multidisciplinary Research 42.0 Hours

This course prepares students to conduct research appropriate to the degree level across disciplines. Students are taught how to access primary, secondary and tertiary sources and to evaluate the same, incorporating them into various communications for different audiences and varied purposes.

JURI1000 Legal Aspects in Golf Management 42.0 Hours

This course presents the fundamentals of business law theory, concentrating on legislation that applies to the golf industry. Students examine employment law, statute law, torts and contracts.

MATS2000 Business Mathematics 42.0 Hours

This course is designed for Business students in order to develop their ability to understand linear functions, non-linear functions, and models (including cost, revenue, and profit). Methods to solve linear systems and the basics of linear programming are also introduced.

MNGM1000 Leadership 42.0 Hours

This course examines the various perspectives on leadership, including a study of different leadership styles, the distinction between leadership and management, decision-making and ethical professional behaviour in a leadership role as applied to a variety of situations. This course includes leadership self-assessment and leadership strategies to fit different temperaments, cultures, learning styles, preferences and values.

MNGM1001 Management Principles 42.0 Hours

This course provides students with a basic understanding of the role and functions of a manager and an introduction to the various philosophies, theories and techniques they use to carry out their work. In addition, ongoing changes in current business issues that have a direct influence on management will be discussed.

MNGM2001 Project Management 42.0 Hours

This course provides students with an overview of project management and the essential tools needed to deliver successful projects on time and on budget. Students will examine recurring processes within a project life cycle, then develop and present a project implementation plan.

MNGM4001 Inspiring People for / to Exceptional Performance 42.0 Hours

In today's dynamic work environment exceptional performance exists at the intersection of a convergence of a number of factors. There is not a linear relationship between "doing something" and getting exceptional performance results. This capstone course addresses key elements that support this premise by exploring: organizational culture, motivation, human potential, performance management systems, coaching, systems thinking and emotional intelligence. This course will also include a module on how to create a culture of leadership and performance by inculcating the tactical elements of coaching.

MNGM4008 Management of Service-Based Organizations 42.0 Hours

World economies are becoming increasingly services dominated, and virtually all companies view services as critical to customer retention. It is recognized that the management and marketing of services presents unique challenges that traditional goods marketing does not address. From a leadership perspective, in the service sector, people are the focus of business. It is important to understand and implement the management nuances required in service organizations.

MRKT1000 Introduction to Marketing 42.0 Hours

This course is an introduction to the basic principles of marketing, including the four components of product/service, price, distribution and promotion. Students develop an understanding of the role of marketing in modern organizations.

MRKT1001 Consumer Behaviour 42.0 Hours

This course is designed to give students an understanding of consumer behaviour for the purpose of developing effective marketing strategy. The range of topics to be covered will include: theories of consumer behaviour involving concepts such as perception, motivation, attitude formation and change, personality, values, learning, and cultural aspects that influence the decision-making process.

MRKT1002 Marketing 42.0 Hours

This course builds on the basics of marketing theory learned in the Introduction to Marketing course and applies it specifically to the golf industry. Marketing includes advertising techniques and strategies specific to the golf industry, including pertinent legislation, the relationship between advertising and marketing, and the role of research. Students work in small groups to critically evaluate the marketing strategies for a golf industry operation.

P- MRKT1000 Introduction to Marketing

MRKT3001 Marketing Analysis 42.0 Hours

In this course students will learn to discern meaningful and statistically significant trends in an organization's data providing the information that managers need in order to make more effective business decisions. Participants will study the correlations of golf revenues with weather patterns, member profiles, golf rounds played and other key markers which will in turn, drive the marketing and promotional plan as well as the budget.

PSYC1000 Introduction to Psychology 1 42.0 Hours

This course is a survey of various specialty areas within contemporary psychology. Theories and research related to content areas such as Historical Perspectives, Research Methods, the Brain and Behaviour, Lifespan Development, Sensation and Perception, States of Consciousness and Learning are examined. Further, students integrate concepts of empiricism and scientific inquiry across these content areas. This course in combination with Introduction to Psychology II provides students with the requisite knowledge to study psychology at senior levels.

PSYC3000 Applied Sport Psychology 42.0 Hours

This course presents the human factors and psychological dynamics of sports performance as it relates to a number of sports including golf. Students will learn methods and techniques for developing psychological skills to enhance game performance and personal growth, and will focus on learning strategies to increase the ability to influence others' behaviour so that they will improve their game performance.

P- PSYC1000 Introduction to Psychology 1 or P- PSYC1001 Introduction To Psychology 2

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.

