

GOLF INDUSTRY MANAGEMENT

Program: GLFI

Credential: Ontario College Diploma

Delivery: Full-time + Part-time

Work Integrated Learning: 1 Co-op Work Term

Length: 4 Semesters, plus 1 work term

Duration: 2 Years

Effective: Fall 2023

Location: Barrie

Description

This program is designed to prepare students for exciting employment opportunities in the \$15 billion Canadian golf industry, both on the golf course and off. Theoretical concepts taught in the classroom are blended with practical learning opportunities gained through exposure to various golf facilities. At the golf course level, students examine the many aspects of golf operations such as agronomy, hospitality, retail and golf event planning. Away from the golf course, students have the opportunity to explore a variety of career paths at facilities that support the game. Students gain professional and managerial skills for industry and self-employment, as well as practical experience through participation in a work term and extensive field trips to golf courses and golf industry properties.

Career Opportunities

Graduates of this program are prepared for a competitive employment environment and are equipped with the necessary competencies to achieve employment in a variety of positions. Positions may include but are not limited to Golf Professional, Pro Shop Manager, Retail Manager, and Equipment Sales Representative. Graduates are prepared for a career progression in a variety of on-course and off-course golf industry pathways. Examples include:

On-Course - Director of Golf / Head Professional, Golf Instructor, General Manager, Clubhouse Manager, Course Superintendent, and Food and Beverage Manager

Off-Course - Golf Equipment Sales and Management, Golf Technology, Retail Management, Entrepreneurship, and a wide range of opportunities that are within and support the golf industry

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. contribute to the effective coordination of golf and recreational club operations including club activities and special events to safeguard client satisfaction;
2. support the administration and operation of a golf business by adhering to the Program and Operating budget;
3. apply marketing, sales and merchandising best practices to promote and sell golf industry services, products and guest experiences;
4. identify and implement the maintenance and sustainability practices necessary to facilitate environmental stewardship of golf and recreational club facilities;

5. research and implement ongoing customer service strategies to enhance the customer experience and develop future relationships;
6. manage the development and performance of staff, volunteers and board of directors to create a positive work environment;
7. use best practices of food and beverage management to optimize service delivery within the context of a golf facility;
8. adapt to changing technologies, systems and applications to enhance the quality and delivery of services, products and guest experiences and to measure the effectiveness of golf industry operations;
9. identify risks and develop corresponding management strategies to maintain efficient, safe, secure, accessible and healthy operations in the golf industry;
10. develop game improvement strategies and golf knowledge to enhance the instructional expertise of a golf facility;
11. contribute to a positive organizational culture through professionalism and leadership in the golf industry;
12. effectively communicate information in a professional manner appropriate to the audience and message to enhance the client experience and employee engagement in the golf industry.

External Recognition

Students enrolled in Georgian's Golf Industry Management program are eligible to receive equivalencies for a number of courses within the Professional Golfers' Association (PGA) of Canada Training Academy. A grade of 70 per cent or higher in each course is required. Assessment of these equivalencies is at the sole discretion of the PGA of Canada.

Practical Experience

All co-operative education programs at Georgian contain mandatory work term experiences aligned with program learning outcomes. Co-op work terms are designed to integrate academic learning with work experience, supporting the development of industry specific competencies and employability skills.

Georgian College holds membership with, and endeavours to follow, the co-operative education guidelines set out by the Co-operative Education and Work Integrated Learning Canada (CEWIL) and Experiential and Work-Integrated Ontario (EWO) as supported by the Ministry of Colleges and Universities.

Co-op is facilitated as a supported, competitive job search process. Students are required to complete a Co-op and Career Preparation course scheduled prior to their first co-op work term. Students engage in an active co-op job search that includes applying to positions posted by Co-op Consultants, and personal networking. Co-op work terms are scheduled according to a formal sequence that alternates academic and co-op semesters as shown in the program progression below.

Programs may have additional requirements such as a valid driver's license, strong communication skills, industry specific certifications, and ability to travel. Under exceptional circumstances, a student may be unable to complete the program progression as shown below. Please refer to Georgian College Academic Regulations for details.

International co-op work terms are supported and encouraged, when aligned with program requirements.

Further information on co-op services can be found at [www.GeorgianCollege.ca/co-op](https://www.georgiancollege.ca/co-op/) (<https://www.georgiancollege.ca/co-op/>)

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2023
- **Sem 2:** Winter 2024
- **Work Term:** Summer 2024
- **Sem 3:** Fall 2024
- **Sem 4:** Winter 2025

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 <https://www.georgiancollege.ca/admissions/credit-transfer/> (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/academic-regulations/ (<https://www.georgiancollege.ca/admissions/academic-regulations/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit for Prior Learning website for details: www.georgiancollege.ca/admissions/credit-transfer/ (<https://www.georgiancollege.ca/admissions/credit-transfer/>)

Graduation Requirements

- 19 Program Courses
- 2 Communications Courses
- 3 General Education Courses
- 1 Co-op Work Term

Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
COMP 1058	Technology in Administration	42
GOLF 1003	Golf Industry Networking	42
GOLF 2001	Golf Skills Development 1	42
GOLF 2003	Introduction to the Golf Industry	84
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		294
Semester 2		
Program Courses		
ACCT 1013	Accounting Fundamentals	42
BUSI 2005	Customer Service	42
GOLF 1004	Golf Operations Management	42
MKTG 1000	Introduction to Marketing	42
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 3		
Program Courses		
GOLF 1002	Golf Skills Development 2	42
GOLF 2004	Issues and Trends in Golf	42
GOLF 2008	Leadership in the Golf Industry	42
GOLF 2009	Sales Management in the Golf Industry	42
GOLF 2010	Golf Course Food and Beverage Management	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 4		
Program Courses		
FNCE 2013	Financial Management for Hospitality and Tourism	42
GOLF 2000	Agronomy and Golf Course Design	42
GOLF 2011	Golf Club Governance	42
GOLF 3000	Golf Event Management	42
MGMT 2001	Principles of Management	42
MGMT 2003	Human Resources Management	42
Hours		252
Total Hours		1050
Co-op Work Term		Hours
COOP 1060	Golf Industry Management Work Term	560
Hours		560
Total Hours		560

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.



Disclaimer: *The information in this document 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.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.