HONOURS BACHELOR OF BUSINESS ADMINISTRATION (GOLF MANAGEMENT)

Program: BAGM
Credential: Honours Bachelor Degree
Delivery: Full-time
Work Integrated Learning: 3 Co-op Work Terms
Length: 8 Semesters, plus 3 work terms
Duration: 4 Years
Effective: Fall 2018
Location: 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:

1. research and analyze historic, demographic, and global economic trends that will impact business decision making, planning and marketing;

2. create and implement a customer service approach to quality service and customer satisfaction in accordance with accepted ethical practices within the golf industry;

3. 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;

4. apply a systematic approach to evaluate the operational strengths and weaknesses of a golf business to implement strategies for improvement while demonstrating entrepreneurial initiative;

5. 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;

6. 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;

7. integrate the different domains of learning as it relates to the cognitive, affective, and kinesthetic aspects of the golf industry;

8. model interpersonal, leadership, and team building skills in diverse settings with critical reflection upon one's own performance;

9. provide ethical, accountable and effective professional practices to individuals and groups in the community from a variety of diverse backgrounds;

10. 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/ (http://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 Advanced Education and Skills Development.

The Program Progression
Fall Intake

- **Sem 1:** Fall 2018
- **Sem 2:** Winter 2019
- **Work Term 1:** Summer 2019
- **Sem 3:** Fall 2019
- **Sem 4:** Winter 2020
- **Work Term 2:** Summer 2020
- **Sem 5:** Fall 2020
- **Sem 6:** Winter 2021
- **Work Term 3:** Summer 2021
- **Sem 7:** Fall 2021
- **Sem 8:** Winter 2022

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 (PSYC 1000 or PSYC 1001), social science (SOCI 1000), humanities (HUMA 1012), or science (SCEN 1000); 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 Core Courses

3 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.

Program Tracking

Semester 1		Hours
Core Courses		
BSNS 1003	Business Communications	42
GLFD 1000	Golf Etiquette and Game Improvement	42
GLFD 1001	Rules and History of Golf	42
MRKT 1000	Introduction to Marketing	42
Non-core courses		
INTS 1002	Introduction to Multidisciplinary Research	42
PSYC 1000	Introduction to Psychology 1	42
	Hours	252
Semester 2		
Core Courses		
COSC 1000	Computer Studies for Managers in Golf	42
ECNM 1000	Microeconomics	42
GLFD 3001	Agronomy for the Golf Industry	42
MRKT 1001	Consumer Behaviour	42
MRKT 1002	Marketing	42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
	Hours	252
Semester 3		
Core Courses		
ACTG 1000	Introduction to Accounting	42
BSNS 4004	Principles of Networking	42
ECNM 1001	Macroeconomics	42
GLFD 3002	Pro Shop Retail Management	42
MATS 2000	Business Mathematics	42
Elective Non-Core Course		
Select 1 course from the available list during registration.		42
	Hours	252
Semester 4		
Core Courses		
ACTG 2000	Accounting Applications	42
BSNS 2001	Ethics for Business	42
GLFD 2000	Golf Etiquette and Game Improvement 2	42
GLFD 2003	Sales Concepts and Applications for the Golf Industry	42
MNGM 1000	Leadership	42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
	Hours	252
Semester 5		
Core Courses		
BSNS 2004	Organizational Behaviour	42
FINC 3001	Financial Measurement and Analysis	42
HRMG 4000	Human Resource Management	42
JURI 1000	Legal Aspects in Golf Management	42
MNGM 2001	Project Management	42
Elective Non-Core Courses		

Select 1 course from the available list during registration.		42
	Hours	252

Semester 6

Core Courses		
BSNS 4001	Service Excellence	42
FINC 3003	Corporate Finance	42
HSPM 3000	Food Service Operations Management	42
MRKT 3001	Marketing Analysis	42
Non-Core Course		
PSYC 3000	Applied Sport Psychology	42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
	Hours	252

Semester 7

Core Courses		
BSNS 3000	Entrepreneurship and the Business Plan	42
BSNS 3002	Innovation Leadership	42
GLFD 4001	Golf Course Design and Construction	42
HSPM 4000	Food Service Control Systems	42
MNGM 1001	Management Principles	42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
	Hours	252

Semester 8

Core Courses		
BSNS 4002	Business Policy Capstone	42
GLFD 4002	Golf Club Administration and Governance	42
HSPM 3001	Event Management	42
MNGM 4001	Inspiring People for / to Exceptional Performance	42
MNGM 4008	Management of Service-Based Organizations	42
Elective Non-Core Course		
Select 1 course from the available list during registration.		42
	Hours	252
	Total Hours	2016

Co-op Work Terms		**Hours**
COOP 1024	Golf Degree Work Term 1 (occurs after Semester 2)	760
COOP 2019	Golf Degree Work Term 2 (occurs after Semester 4)	760
COOP 3011	Golf Degree Work Term 3 (occurs after Semester 6)	760
	Hours	2280
	Total Hours	2280

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.