

Golf Enterprise Management

Introduction

The B.S. in Golf Enterprise Management program provides a comprehensive and challenging academic experience that will prepare graduates who are leaders in the golf business profession. The program will offer a broad exposure to all facets of the business of golf industry through its interdisciplinary curriculum. The program includes exposure to golf industry best practices. Students are immersed in experiential learning through well-defined co-ops and internships.

Upon graduation, students will be able to analyze major trends in the golf industry, including tourism, consumer interests, course ownership and management, and golf retail businesses. Graduates will be able to distinguish the missions of principal national and international associations in the golf industry; understand golf facility operations from perspectives of resort, private, municipal, and daily fees courses; apply business, accounting, and marketing principles to meet management needs of golf enterprises; develop and apply strategies for attracting new customers and retaining existing customers of golf operations; apply the principles of turf management, soil science and environmental science to the layout, design and management of golf courses; and integrate the knowledge and skills obtained in the curriculum through practical experiences in the golf industry.

General Requirements

Bachelor of Science Degree

Total for graduation	124 credits
General Education	42 credits
Major Studies	50 credits
Electives.....	32 credits

Program Requirements

General Education

42 Credits

A. Communication Skills **8 credits**

ENGL-101 Freshman English: Composition or	
ENGL-111 Freshman English: Honors I	3
ENGL-102 Freshman English: Reading and Related Writing or	
ENGL-112 Freshman English: Honors II	3
SPCOM-100 Fundamentals of Speech*	2

B. Analytic Reasoning **6 credits**

MATH-123 Finite Math With Applications (or higher).....	4
STAT-130 Elementary Statistics.....	2

C. Health and Physical Education **2 credits**

PE-129 Golf.....	1
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Select remaining 1 credit from the approved course list.

D. Humanities and the Arts **9 credits**

Select 9 credits from the approved course list from three different areas.

E. Social and Behavioral Sciences **9 credits**

ECON-210 Principles of Economics I**	3
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Select remaining 6 credits from the approved course list.

F. Natural Sciences (with Lab) **4 credits**

Select 4 credits from the approved course list.

G. Technology **2 credits**

Select 2 credits from the approved course list.

H. General Education Electives **2 credits**

Select 2 additional credits from categories A, B, D, E or F.

Major Studies

50 Credits

BUACTION-206 Introduction to Financial Accounting**	3
BUACTION-340 Business Finance	3
BULGL-318 Business Law or	3
HT-460 Hospitality Industry Law and Liability	
BUMGT-304 Principles of Management** or	3
INMGT-400 Organizational Leadership	
BUMKG-330 Principles of Marketing** or	3
HT-344 Hospitality and Tourism Marketing and Sales	
BURTL-127 Basic Merchandising.....	3
GEM-101 Introduction to Golf Enterprise Management.....	1
GEM-201 Principles of Golf Enterprise Management	3
GEM-250 Turf Management for Golf Courses	3
GEM-277 Software and Technology	3
GEM-301 Customer Development, Retention and Marketing	3
GEM-450 Environmental Golf Course Management	3
GEM-X49 Co-op or Field Experience	
(Two co-ops or field experiences are required)	4
PM-370 Principles of Property Management	3
HT-362 Food Service Finance and Cost Control	3
PSYC-382 Human Resource Management	3
SRVM-111 Introduction to Global Service Management	3

** Required courses in the Business Minor. By taking these five courses along with ECON-215 and four additional Business Minor elective credits, you can fulfill the requirements for a Business Minor.

Electives

32 Credits

Electives will be guided by advisement to meet your professional goals and objectives. You may elect to take a minor or specialization to fulfill the elective credits.