

The golf industry has experienced tremendous growth in recent years, more people than ever before are playing this life-long sport. Golf now appeals to an increasingly diverse spectrum of the population, causing the multi-billion dollar industry to place greater demands on golf professionals to manage high volume, technologically advanced, and multi-faceted golf club facilities. The golf management program will prepare students to manage pro shops, clubs and hospitality services, give golf lessons or become golf company salespersons. Additional employment possibilities include the following:

The **General Manager** is responsible for overseeing and providing direction in all aspects of the golf facilities management including golf operations, course maintenance, customer service, sales and marketing, food and beverage, accounting/budgeting, human resources.

The **Assistant Golf Course Superintendent** reports directly to the golf course superintendent. Under the superintendent's supervision, the assistant superintendent directs and participates in the maintenance of the golf course tees, greens, fairways, and cart paths; supervises the maintenance and repair of motorized and other mechanical equipment; and does related work as required. The assistant superintendent may serve in the superintendent's capacity during his/her absence.

The **Equipment Manager** reports to the golf course superintendent and/or the assistant golf course superintendent and oversees a comprehensive preventive maintenance program. Responsibilities include the repair of failing equipment, keeping records of parts and labor needed to maintain each piece of equipment, and placing orders for parts and supplies needed for equipment or service. The equipment manager properly communicates any needs or problems relating to the maintenance or repair of equipment to the superintendent and/or the assistant superintendent, and schedules and directs the work assignments of the assistant equipment manager. The equipment manager places safety as a top priority and is responsible for maintaining a clean service area and maintenance building.

Transfer Information:

- Typically students pursue a Bachelor's degree in Professional Golf Management (PGA Pro), Golf Course Operations, or Turf Management. A background in science, math, and business is generally helpful.

Additional Information:

- Golf Course Superintendents Association of America: www.gcsaa.org
- Golf Links: www.golflinks.com

