



PROFESSIONAL GOLF MANAGEMENT

Bachelor of Business Administration
H-E-B School of Business & Administration

Program Overview

The Professional Golf Management Program (PGM) is designed to prepare our graduates to successfully integrate their education and training into the challenging environment of the professional golf management industry. As the successful management of golf facilities becomes increasingly demanding, it is imperative these professionals have a greater understanding of the business of golf. These knowledge areas include the basics of our core curriculum as well as many of our other focus areas. Understanding the importance of proper human resource management, marketing, supervisory and management skills is imperative to successfully managing golf operations and golf facilities. It is equally essential for those entering the profession to have a foundational understanding of turf grass management, golf course equipment management, food and beverage operations, customer relations and overall business planning. These professionals will have an opportunity to learn, develop, and apply these educational experiences during a progressive internship program that will allow them to experience first-hand how their classroom experiences are applied in real environments. Their internships will focus on application and hands-on experiences in the many facets of golf course and facility operations. Our industry experts at Foresight Golf Management will partner with us to develop and teach these hands-on proficiencies to further enhance and educate our students' classroom experiences.

Career Opportunities

Our graduates' futures are important to us; we will seek to network with and utilize the many local golf courses as employment opportunities. There are over 170 golf facilities within a 100 mile radius of the university and approximately 50 within a 25 mile radius. This will provide many opportunities for our students to become an integral part of these golf facilities' teams. To ensure the program's success, we will also seek consistent feedback from these organizations to enhance, improve, and perpetually evolve this program to meet the future needs of the industry.

Internships

The PGM internships are critical elements to ensure the success of our students. These internships provide opportunities for students to experience and apply the curriculum while working at local golf facilities. Experts and professionals from these facilities will guide our students through a holistic and comprehensive approach to effectively manage the operation of a golf facility. This will include understanding the many facets of the business of golf, to include outside services, pro-shop operations, event management, inventory and merchandising, and real world-marketing perspectives.

Contact

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www.uiw.edu/hebsba/bachelor-of-business/professional-golf-management.html

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Bachelor of Business Administration in Professional Golf Management
H-E-B SCHOOL OF BUSINESS & ADMINISTRATION
2015-2017

Freshman Year: Fall		Hrs.
BPGM 1111 PGM Introduction/Orientation		1
DWHP 1200 Dimensions of Wellness		2
ENGL 1311 Composition I		3
PHIL 1381 Intro to Philosophy		3
ECON 2301 Principles of Macroeconomics		3
PEHP PE Activity		1
Total hours		13
Sophomore Year: Fall		
ACCT 2311 Principles of Accounting I		3
MIS 2325 Personal Productivity Applications		3
ENGL 2310 World Literature Studies		3
LANG 1311 Modern Language I		3
RELS/PHIL (Advanced)		3
BPGM 2131 Golf Shop/Tournament Operations		1
Total hours		16
Junior Year: Fall		
BLAW 3317 Business Law		3
BMGT 3340 Management Theory and Practice		3
BMGT 3370 Business Statistics		3
BMKT 3331 Principles of Marketing		3
BPGM 3151 F&B Beverage Ops/Retail Mgmt.		1
Fine Arts Core		3
Total hours		16
Senior Year: Fall		
BMGT 4380 Integ. Bus. Analysis/Dec. Making I		3
BMKT 4375 Market Research		3
BMKT 3333 Integ. Marketing Communication		3
BPGM 4171 PGM Business Planning		1
BMGT 4370 Project Management		3
Total hours		13

Freshman Year: Spring		Hrs.
MIS 2321 Information Management Applications		3
ENGL 1312 Composition II		3
HIST History 1312 or 1322		3
MATH 1304 College Algebra		3
RELS Religion 1305, 1315, 1325, or 1335		3
BPGM 1121 Guest Services/Golf Car Fleet Mgmt.		1
BPGM 2188 Guest Services and Fleet Mgmt. Internship		1
Total hours		17
Sophomore Year: Spring		
ACCT 2312 Principles of Accounting II		3
ECON 2302 Principles of Microeconomics		3
LANG 1312 Modern Language II		3
Science with Lab Core		4
BPGM 2141 Player Dev./Golf Instruction		1
BPGM 3188 Golf Operations Internship		1
Total hours		15
Junior Year: Spring		
BFIN 3321 Principles of Financial Management		3
BINT 3371 International Business Management		3
BMGT 3371 Management Science		3
BMGT 3354 Human Resource Management		3
BMKT 3377 Consumer Behavior		3
BPGM 3161 Turf Grass Management		1
BPGM 4188 F&B Operations/Retail Mgmt.		1
Total hours		17
Senior Year: Spring		
BMGT 4381 Integ. Bus. Analysis/Dec. Making II		3
BMGT 4390 Marketing Management		3
BMGT 4340 Management Skills		3
BMGT 4355 Org. Behavior & Leadership		3
BPGM 4181 Golf Course Marketing		1
Total hours		13

Core Curriculum - Total Hours 50
Major - Total Hours 70
Degree - Total Hours 120