



GOLF MANAGEMENT

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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