



GOLF COURSE MANAGEMENT FOR GOLF CLUB MANAGERS

Programme Overview

Principles of Golf Course Management

- Common greenkeeping practices, turf management and quality control

Environmental Sustainability

- Water management, bio-diversity and conservation

Golf Course Strategy and Planning

- Developing an ambitious, realistic vision
- Fundamentals of improvement plans

Relationship Management

- Roles and responsibilities within the club
- Stakeholder communications

Asset Management and Capital Planning

- Purchasing and planning

Budgeting and Finances

- Using data and information
- Key golf course consumable costs

Learning and Development Outcomes for YOU and YOUR CLUB

From the perspective that a Golf Club Manager requires, you will develop a sound knowledge and understanding of greenkeeping practices and to ensure that the golf course is effectively and successfully managed through the expertise that your greenkeeping team provide.

You will develop a greater understanding of how to work and communicate effectively with your greenkeeping team and all stakeholders. You will build an understanding of how to ask the right questions, to obtain the information you need in order to make the right decisions for the long-term success and sustainability of your golf course.

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers / Operations Managers or similar role
- Director of Golf / Head Pro or similar role
- Honorary Secretaries



in Golf Operations and Hospitality

- This Certificate forms part of the GCMA Advanced Management Award in Golf Operations and Hospitality

Other Certificates in this Award

- Marketing Strategy
- Sales & Service Delivery
- Food & Beverage Management

Supported by **BIGGA** **RAIN** **BIRD**