



Careers in Golf Management

Golf Club Operations Online - GCOOL@selkirk.ca

IMPORTANT INFORMATION FOR GRADUATING STUDENTS

Great career opportunities for young Canadians

There are very few industries in Canada that offer more career potential than golf, and the opportunities for today's secondary school graduates will improve even further as a perfect socio-economic storm brews. Four powerful interconnected trends promise to set the stage for thousands of job openings leading to management positions in the Canadian golf industry:

- Almost nine million Canadians will retire over the next two decades; these are people who will have more discretionary time and money than any generation before them.
- Golf already enjoys one of the highest participation rates of any sport on the planet; in Canada, about one in five Canadians golf (6 million people), a number that grows each year.
- There are about 2,200 golf courses in Canada that employ more than 100,000 people. Conservative estimates call for the construction of hundreds more new courses over the next two decades—this means thousands more jobs will be created.
- Many of the people now working in management positions at Canadian golf courses are boomers themselves, people who will join the exodus of retirees: thousands more managers will be urgently needed.

How can students prepare?

If you have students who love golf, who would enjoy working in pristine park-like settings, and who have demonstrated management potential, please give them copies of this bulletin, and invite them to visit our website.

Established in 1989, the Golf Club Management and Operations Program at Selkirk College, Nelson, B.C., was the first golf management offering of its kind in Canada. Graduates of the program enjoy remarkable work placement success. Alumni research reveals that of the hundreds of students who have graduated from the program, more than 70 per cent continue to work in the golf industry, and of this number, about two-thirds are in senior management and supervisory positions commanding attractive salaries in addition to great working conditions.

Careers in golf management range from general managers, clubhouse managers, food and beverage managers, pro shop managers, tournament coordinators, and golf professionals.

Admission requirements

GCOOL online courses are open admission, but experience reveals that applicants who hope to complete courses successfully should have solid computer, verbal and written skills, and access to high speed Internet.

Additional details regarding registration can be found by visiting the College website below. International students are welcome.

Selkirk College to launch online courses Nov. 2008

Students who love the golf industry can prepare themselves for careers through courses and modules by Selkirk College, the only accredited post secondary institution in Canada to offer online golf management training. The 10-course **Golf Club Operations Online (GCOOL) certificate** includes.

1. Overview of Golf Club Operations
2. Financial Tools for Golf Managers
3. Marketing Golf: A Meta-Manual for Club Managers
4. Human Resources for Golf Clubs
5. Tournament & Special Event Planning
6. Financial Controls for Golf Clubs
7. Food & Beverage: Revenue Management Tools
8. Golf Shop Operations
9. Turf Grass Management
10. Organizational Leadership in the Golf Industry

SINGLE MODULES: In addition to complete courses, students can select from dozens of time-efficient learning modules designed to build knowledge and skills for specific workplace assignments (modules take about 1/2 day to complete).

Modules and courses employ the most impactful technologies available to make learning effective and fun.

Courses will run from November-January, January-March, and April-June. See contact information below if you have questions.

