

## APPENDIX L

### **Request for Authorization to Establish a Bachelor of Science Degree in Professional Golf Management at North Carolina State University**

#### **Introduction**

North Carolina State University notified the UNC Office of the President of its intent to plan a BS in Professional Golf Management (CIP# 31.0301) in the Department of Parks, Recreation & Tourism Management on December 17, 2001. The university requests authorization to establish the program in April 2002.

#### **Program Description**

The Professional Golf Management program will educate students on the management of golf facilities and will facilitate, in cooperation with the Professional Golfers' Association (PGA), achievement of PGA professional membership and employment in the golf industry. The golf industry today requires expertise in a variety of areas including turfgrass management, retail operations and merchandising, food and beverage management, personnel management, business writing, financial management, and marketing and customer services, as well as golf instruction. Through completion of courses in humanities; business; communications; turfgrass management; physical education; parks, recreation and tourism management; and extensive internship and co-op experiences, students will achieve competencies in each of the above areas. PGM students would be integrally involved in the new Centennial Campus Golf Course, completing internships in all facets of golf course operations.

#### **Program Need**

NCSU recently received accreditation from the PGA of America to establish a Professional Golf Management (PGM) program. NCSU will be one of only 11 PGA accredited golf management programs in the US servicing a \$3 billion dollar golf industry in NC (approximately \$30 billion nationwide), with approximately 15,000 golf courses in the US each employing 3-5 PGA professionals. Golf is a major industry in NC with over 600 facilities operating. Raleigh-Durham and Charlotte have been identified by the National Golf Foundation as two of the top ten golf opportunity markets in the US. Reports from other PGA accredited PGM programs indicate that applications exceed the enrollment availability of their programs; over 100 prospective students have already inquired about a potential NCSU program (without any formal announcement of this program). No similar programs are offered in the UNC system. NCSU anticipates that after four years of operation approximately 73 upper division (junior and senior) full-time students will be enrolled in the program.

#### **Resources**

No new state resources are requested. Most needed courses are already available, and collaborating departments have agreed to develop any additional needed courses.

#### **Recommendation**

It is recommended that the Board of Governors approve the request to establish a Bachelor of Science in Professional Golf Management at North Carolina State University effective April 1, 2002.