



GCMA **ADVANCED**

Management Programme

Officially recognised by



GCMA Advanced Management Programme Overview



Focuses on deep-dive, practical learning experiences, providing you with the in-depth skills and knowledge across all aspects of Golf Club Management and Leadership



Available to anyone involved in Golf Club Management and those aspiring to become Golf Club Managers in the future



The GCMA Advanced Management Programme will **complement and add to your existing qualifications, skills and experiences**



Developed and created in association **with specialist training providers and industry experts**, delivered exclusively to the golf industry for the GCMA



Officially recognised by the **Chartered Management Institute** against their professional standards

GCMA **ADVANCED** Management Programme



4 Advanced Management Awards:

- Golf and Hospitality Operations
- Governance and Strategic Planning
- Finance, Compliance and Risk Management
- Leadership and Personal Development



11 Individual Advanced Management Certificates

YOU choose the courses most important to YOU

Advance **YOUR** learning, **YOUR** development and **YOUR** career



GCMA ADVANCED

Management Award

Golf and Hospitality Operations



Food and Beverage
Management

Marketing
Strategy

Sales and Service
Delivery

Golf Course Management
for Golf Club Managers

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GCMA ADVANCED

Management Award

Governance and Strategic Planning



Golf Club
Governance

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Strategic
Planning

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GCMA ADVANCED

Management Award

Finance, Compliance and Risk Management



GCMA
ADVANCED
Management Certificate

Health and Safety
Management

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GCMA
ADVANCED
Management Certificate

Finance and
Accounts
Management

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GCMA
ADVANCED
Management Certificate

Employment
Law

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GCMA **ADVANCED** Management Award

Leadership and Personal Development



GCMA
ADVANCED
Management Certificate

Mental Health
and Wellbeing
Awareness

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GCMA
ADVANCED
Management Certificate

Advanced Leadership
and Emotional
Intelligence

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Getting Started with the GCMA Advanced Management Programme

The GCMA Advanced Management Programme is designed to provide an **accessible and flexible learning and development environment for anyone involved in Golf Club Management** and those aspiring for a career in Golf Club Management in the future.

The programme contains **11 individual deep dive, practical learning experiences**, each one providing you with in-depth skills and knowledge on one of the key topics that will support you in developing as a highly effective Manager and Leader.

Each Certificate involves a 2 or 3 day in person interactive learning and development experience, delivered by expert providers in their field

You choose the topics most **suitable to you**, based on your learning and development requirements. If you're a more experienced Golf Club Manager, then just focus on the areas where you're less experienced and would like to further your skills and knowledge.

If you're earlier on in your journey within the industry, then this programme provides you with learning experiences to cover all of the skills and knowledge that you'll need within your career, help you to progress and map out your journey to success.

New to Golf Club Management? To get you started, we recommend the GCMA Principles of Golf Club Management programme

If you have not yet undertaken any specific training or development in Golf Club Management, we recommend you get started with our Principles of Golf Club Management course as an introduction and stepping stone towards the GCMA Advanced Management Programme.

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Introduction to the Chartered Management Institute

The **GCMA is proud to be a CMI Recognised Training Provider** and the GCMA Advanced Management Programme has been **officially recognised by the CMI** against their professional standards.

In achieving one of our four CMI Recognised Advanced Management Awards, you will receive **one year's free membership to the Chartered Management Institute** and gain access to a wealth of resources and learning opportunities across a wide range of business and leadership topics.

About the CMI

The **Chartered Management Institute (CMI)** works with business and education to inspire people to become skilled, confident and successful managers and leaders.

With a wealth of practical qualifications, events, and networking opportunities on offer, we help people boost their career prospects and connect them with other ambitious professionals across all industries and sectors. In fact, we have more than 100k people training to be better managers right now.

Backed by a unique Royal Charter, we are the only organisation that can award Chartered Manager status – the ultimate management accolade. Our thought leadership, research and online resources provide practical insight for both today's leaders and the next generation. This insight also means we can confidently represent our 180,000-plus membership community when speaking to policy makers.

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GCMA Accreditation is flexible, inclusive and rewarding pathway, designed to capture the **VALUE that YOU bring to the industry**. Your personalised GCMA Accreditation platform allows you to keep an up to date record of your experience, skills, knowledge and achievements, alongside your learning and development record.

To help you to identify the **Advanced Management Programme** pathway most suitable to you, **we recommend using the GCMA Accreditation platform**. This will help you to identify the areas in which you would most benefit from enhancing your skills and knowledge. Not only will the platform help you to map out your learning and development requirements, you can also **get started on your journey towards achieving GCMA Accreditation**.

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1-2-1 Career Pathway Support

We would be delighted to help you with a **dedicated 1-2-1 session**, where we can help you to identify your priority areas for training and development. We can talk you through the programme in more detail and provide you with **support and advice** on your next steps.

To book an online 1-2-1 with one of our dedicated team, please email us at accreditation@gcma.org.uk



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Sign up now for course dates in 2024 and 2025

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