

GCMA ADVANCED

Management Certificate

Golf Course Management for Golf Club Managers

Officially recognised by



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GCMA **ADVANCED**

Management Programme



11 Individual Advanced Management Certificates



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



Golf Course Management for Golf Club Managers

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.



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

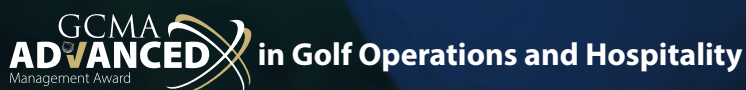
- Purchasing and planning
- Budgeting and Finances
- Using data and information
- Key golf course consumable costs

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

Course length: 3 days (Residential)

CPD points: 40



- 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

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BOOK NOW





GCMA ADVANCED

Management Certificate

Meet our training provider



Sami Strutt,
Bernhard Academy

What is your expertise in this area?

The Bernhard Academy are experts in building and delivering programmes specialising in subject areas including agronomy, technical, mechanical and leadership and management. The team are experienced and knowledgeable in their field and are passionate about developing people to be leaders in the industry.

What can people expect from the course?

It will provide club managers with knowledge and understanding of

greenkeeping practices, the importance of those practices and the role the golf course manager and the greenkeeping team play to manage and maintain the main asset of the business: the golf course.

Why is this important?

A strong relationship between the club manager and the course manager is significant to support not only the ambitions of the club and the golfers, but to support and respect the role they each play within the business.

2025 Testimonials

“

During my time on the course, I gained a deeper understanding of what it takes to balance high-quality playing conditions with strategic operations. From overseeing turf care and team coordination to managing budgets and ensuring member satisfaction, every day brought a new challenge. This course has given me tools to enable me to better support and empower the Greens team as a General Manager.”

Fern Snailham

General Manager, City of Newcastle Golf Club

“

This was an incredibly valuable 3 days of education and fun. I can now return to my Club with confidence and a depth of knowledge on agronomy, budgeting, and sustainability that simply wasn't anywhere near this level prior to attending the course. Speakers engaging and fun, turning what potentially could be a dull topic into something fun and educational. I would highly recommend attending GCMA courses in general.”

Paul Hubner

General Manager, Strathaven Golf Club

“

Great chance to learn in an environment away from the club and daily distractions. Brilliant networking opportunities with other club managers. It's given me a better understanding of what my Head Greenkeeper has to know and manage on a daily basis and enables me to improve communications with him and be able to give him more support. Thanks GCMA, another well executed course!”

Joanne McBratney

General Manager, Harrogate Golf Club

“

It's a fantastic course and is a must do for any golf club manager regardless of their experience.

It was educational, informative and fun. The quality of this whole package was top level and full on. You really feel you have achieved something at the end and feel much more confident going forward. Thank you”

Chad Parker

General Manager, Marton Meadows Golf Club

“

Absolutely brilliant course delivered by the brilliant Phil & Samir in the background. The course shared invaluable information on how to better work with your course manager & 'catch & pitch' with them in relation to golf course operations and practices. A really brilliant 3 days of learning”

Rhys Morgan

General Manager, Newport Golf Club & 2025 Wales Golf Manager of the Year

Arrange a 1-2-1 to discuss AMP

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Introduction to the Chartered Management Institute

The GCMA is proud to be a **Chartered Management Institute (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 CMI** and gain access to a wealth of resources and learning opportunities across a wide range of business and leadership topics.

About the CMI

The **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 100,000 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.

FIND OUT MORE 



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