



# STANTON UNIVERSITY

Orange County, California, U.S.A.

## Golf Management Certificate (GMC) program

2023-2024

PROSPECTUS

WASC Accredited



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## **Our Vision**

Stanton University will be a leading post-secondary education institution in California, providing professional education training and a focused, caring, and stimulating environment where all students will recognize and achieve their fullest potential while preparing to make their best contributions to society.

## **Our Mission**

Stanton University's mission is to provide students with an affordable and high-quality education in a culturally diverse environment to help them develop knowledge and skills that will enhance their potential for success in their current and future careers.

## **Our Educational Philosophy**

The quality of the educational experience at Stanton University is fostered by the close human and intellectual relationships between students and faculty, and by the open exchange of ideas. The University is committed to a student-centered approach to learning that promotes the development of the whole person. We challenge our students to pursue lives of leadership and service by providing them with curricula that are relevant, individualized and supportive in sustaining a life-long love of learning and a personally rewarding career.



## Stanton University's Objectives

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- Support the development and implementation of program assessment plans that define, measure and evaluate student learning goals and outcomes.
- Provide relevant facilities and equipment.
- Provide outstanding faculty members dedicated to teaching, to scholarship and creative endeavor, and to service to the University and its community.
- Promote self-discipline and motivation so that students may enjoy success in their careers.
- Encourage and support the lifelong learning and community involvement as a fundamental element of professional success.
- Offer students affordable and quality undergraduate programs that provide a comprehensive general education, as well as specialized career preparation for an increasingly versatile global economy.
- Provide students with prompt, courteous, and respectful service.

## Accreditation

Stanton University is accredited by the Western Association of Schools and Colleges (WASC), which is an accrediting commission for schools (ACS).

WASC has existed for over 60 years and currently accredits over 5,500 institutions of learning from all over the world.

### Some of the many advantages of a WASC accreditation:

- Assures a school community that the institution is a trustworthy institution for student learning.
- Validates the integrity of the educational institution's program and transcripts.
- Requires regular examination of the programs offered, and of data collected on institutional processes, goal-achievement and student learning.
- Fosters the continuous improvement of the school's programs and operations to support student learning.
- Provides valuable insight from fellow educators visiting the school.

From the President's Desk

Welcome to Stanton University!

We are thrilled to have you join our vibrant and diverse community of learners. As you embark on this exciting new chapter of your educational journey, we want to extend a warm greeting. Stanton University is more than just a place of academics; it's a place where lifelong connections are formed, passions are pursued, and personal growth is nurtured. Our dedicated faculty and staff are committed to providing you with a supportive and enriching environment that fosters both intellectual and personal development.

As you embark on this new adventure, remember that you are not alone. Our friendly faculty, staff, and fellow students are here to support you every step of the way. Whether you have questions about course registration, campus resources, or simply need guidance, do not hesitate to reach out. We are all part of the Stanton University family and are dedicated to your success.

Embrace opportunities to connect with your peers, engage in meaningful discussions, and expand your horizons. Your time at Stanton University will be filled with memorable experiences, personal growth, and exciting discoveries. We encourage you to seize every moment, challenge yourself, and make the most of your academic journey.

Once again, welcome to Stanton University! We are delighted to have you as part of our community, and we look forward to witnessing your growth, achievements, and contributions to our vibrant campus.

Best wishes for a fulfilling and successful academic year!

Sincerely,  
Dr. David K. Kim, President



From the Vice President's Desk

Dear Students,

Welcome to Stanton University

It is with great pleasure and excitement that I extend a warm welcome to each and every one of you. As you embark on this transformative journey of higher education, I would like to take this opportunity to share with you the values that define our institution and highlight its relevance in the 21st century.

At Stanton University we strive to create an inclusive and vibrant community where diversity is celebrated, and intellectual curiosity thrives. Our institution has a rich history of nurturing young minds and preparing them to be leaders and change-makers in a rapidly evolving world.

In today's interconnected world, the ability to adapt, innovate, and think critically is paramount.

We understand the challenges and opportunities of today, and we are committed to equipping our students with the knowledge, skills, and values necessary to succeed in an ever-changing global landscape. Our goal is to nurture compassionate leaders who are not only skilled professionals but also empathetic and socially conscious individuals.

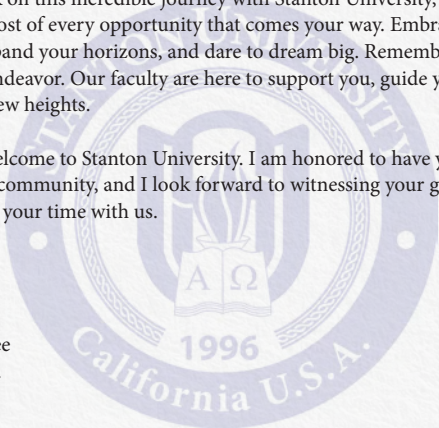
As you navigate your academic journey, you will find a dedicated faculty and staff committed to your success. Our professors are renowned experts in their respective fields, and they bring their expertise and passion to the classroom to ignite your intellectual curiosity and inspire a love for lifelong learning.



As you embark on this incredible journey with Stanton University, I urge you to make the most of every opportunity that comes your way. Embrace the challenges, expand your horizons, and dare to dream big. Remember, you are not alone in this endeavor. Our faculty are here to support you, guide you, and inspire you to reach new heights.

Once again, welcome to Stanton University. I am honored to have you as part of our vibrant community, and I look forward to witnessing your growth and success during your time with us.

Sincerely,  
Dr. Ellen H. Lee  
Vice President.



From the Chief Academic Officer's Desk

Dear Prospective Students,

Welcome to our Golf Management Certificate (GMC) program—a transformative educational experience that combines passion for golf with the skills needed for success in the industry. As Chief Academic Officer, I'm excited to introduce you to this exceptional program.

Our comprehensive curriculum blends theory and practice, covering golf operations, facility management, marketing, finance, and more. Renowned industry experts will guide your learning. We prioritize holistic development, fostering leadership, communication, and ethical decision-making skills.

With strong industry connections, networking opportunities, and a global outlook, our program opens doors worldwide.

Join us on this transformative journey and unlock the world of golf management.

Sincerely,  
Dr. Louna Al Hallak  
Chief Academic Officer

From the Program Chair, Golf Department

Dear Prospective Students,

Welcome to the Stanton University Golf Management Program.

This is a unique program that has been carefully curated to provide students with a good grasp of the game of golf, the golf industry at large, and the career opportunities on offer in this multi-billion-dollar industry. The United States alone accounts for more than US\$100 billion and the fast-growing Asia Pacific region accounts for more than US\$50 billion on its own.

Our curriculum has been designed especially with you in mind.

Each of the ten courses that we have curated for you contains best-in-class information taken from leading text-books and subject-knowledge experts.

Moreover, unlike modern assessments which are usually quizzes or simple discussions, we have nine assignments and one Signature Assignment per course so that your utilization of information and critical thinking skills are thoroughly tested. Each course will be assigned to one of our experienced instructors who will be available for any questions via email, and will also grade each assignment individually.

You will learn a variety of subjects which will give you a general background relevant to most professions within the golf industry. The program will also serve to indicate to you where specifically your passions lie within golf.

I wish you a successful tenure with Stanton University and a wonderful, fulfilling career ahead in the great game of golf.

Sincerely,

Kiran Kanwar, Ph.D. (kinesiology); LPGA Master golf instructor.  
Program Chair, Golf Department, and Director of Assessment.

## GOLF MANAGEMENT CERTIFICATE PROGRAM CURRICULUM

### Course Requirements For GMC Program

Courses Are Listed In The Order In Which They Will Be Offered.

There Are 10 Courses That Make Up This Program

Each Course Will Have A Duration Of 5 Weeks

Course Code	Course Name
PGMC 101	History of Golf
PGMC 102	The Rules/Etiquette of Golf
PGMC 103	Sports Psychology
PGMC 105	Golf and Club Facilities Operations and Management
PGMC 109	Tournament Operations
PGMC 204	Turfgrass Management
PGMC 206	Golf Club Design, Manufacturing and Fitting
PGMC 207	Golf Course Architecture and Design
PGMC 208	Golf Coaching
PGMC 228	Principles of Fitness Training

NOTE: Students may be eligible to use the contents of this program to further their education at Stanton University and acquire either one of the following degrees:

1. Associate of Applied Science Degree in Professional Golf and Golf Complexes Management
2. Dual Degree in Bachelor of Business Administration and Associate of Applied Science in Professional Golf and Golf Complexes Management

## COURSE DESCRIPTIONS

### **PGMC 101 – History of Golf**

This course exposes students to an in-depth study of the history of golf from the global beginnings of stick-and-ball games to golf in Scotland, its spread around the world and its explosion in the USA. It involves a continuous, systematic narrative of how golf originated, its phases of evolution, and the people, ideas or events that shaped the course of golf development. Golf's inclusivity and its social- and economic-class history will be discussed within a chronological format.

### **PGMC 102 – The Rules/ Etiquette of Golf**

This course exposes students to the Rules and etiquette of golf (Player's version of the 2023 Rules as per R&A and USGA). The main discussion focuses on the 25 Rules in the 10 sections of the current Rules. How the rules came to be established, the changes in the game of golf and golf rules over time, and information up to the current rules will be discussed. Students will also learn how the Rules apply in general golf play and in tournament golf. They will be tested on the rules of golf in hypothetical situations.

### **PGMC 103 – Sports Psychology**

Students are exposed to sports psychology, specifically from a coach's perspective. Coaching philosophy, the importance of communication and mental skills training will be discussed. Students will also learn the concepts of imagery, relaxation, self-talk, motivation, energy- and stress-management, improving self-confidence and making mental plans.

### **PGMC 105 – Golf and Club Facilities Operations Management**

Students are exposed to the basic principles of managing all types of clubs. Topics include types of clubs, general manager role and leadership, strategic planning, effective communication, club and membership marketing, managing

human resources, professional development, club operations including food and beverage, club financial management, the use of technology, club facility management, entertainment, golf operations, golf course maintenance, fitness, spa, aquatics, and tennis. Additionally, students are exposed to the concepts of golf-specific Strategic Vision, Tactical Plan, and Operational Execution, as well as the assessment of operational success.

### **PGMC 109 – Tournament Operations**

Students are introduced to the fundamentals of golf tournament operations for charity fundraisers and corporate golf outings. Topics include planning the venue, making the committees, planning fundraising goals and budget, acquiring sponsorships, marketing, and planning event format.

### **PGMC 204 – Turfgrass Management**

This course teaches students the essentials of turfgrass establishment, maintenance and management. It includes grass-variety selection, soil requirements, site preparation, mowing and irrigation techniques and equipment, and the treatment of weeds, insects and disease. Golf course-specific concepts are also discussed.

### **PGMC 206 – Golf Club Design, Manufacturing, and Fitting**

This course exposes students to the fundamentals of golf club design, the important clubhead, shaft and grip variables, and how to properly fit clubs to the needs of the customer. It also provides information on club repair, and the manufacturing process of cast and forged clubheads, and steel and graphite shafts. Advances in club materials will also be discussed.

### **PGMC 207 – Golf Course Architecture and Design**

This course teaches the fundamentals of golf course design. It exposes students to the essentials of how to plan and design a course taking into consideration the given landscape. The first three phases of golf course design are introduced,

i.e., the site-analysis, schematic-design and design- development phases. Specific hole designs are covered as are the special requirements of tees, fairways, hazards/penalty areas and greens.

### **PGMC 208 – Golf Coaching (4 units)**

This course exposes students to the coaching of golf at the high school and college level. It also explains basic golf instruction in general group settings. Students will understand the difference between golf coaching and teaching and how to develop their own coaching philosophy. They will also be provided information on the qualities of a great coach including the ability to communicate and motivate, the mental game, course management, good practice planning, how to build a successful golf program, and the basic fundamentals that beginner golfers should be taught.

### **PGMC 228 – Principles of Fitness Training – General and Golf Specific**

Students will first be exposed briefly to important aspects of general fitness training, human physiology and the stabilization, strength and power phases of training. Students will then be exposed to golf-specific fitness training information. Information on how to screen and then train golfers to enhance their golf performance-specific fitness are provided. Current training trends in the golf fitness industry as well as research findings on the same are discussed. Students are also exposed to fitness training for special populations.

## PROGRAM INFORMATION (ELIGIBILITY AND RULES FOR ADMISSION)

- > The Golf Management Certificate program is a 50 week fully online program consisting of 10 courses with a duration of five weeks each.
- > The curriculum is designed to expose current and future golf leaders to all the many different fields of knowledge required to be successfully hired in the golf industry.
- > New cohorts with a minimum of 20 students per cohort will be admitted 5 times per year.

### Medium of Instruction

The English language will be used for both instruction and examination.

### Eligibility for Admission

1. The candidate must have a minimum level of education of a High School certificate, a GCE “A” Level certificate or equivalent for acceptance.

While English language proficiency is not a requirement of the course, it will be extremely important for the candidate to have adequate proficiency for a program that will only be conducted in the English Language.



## **Rules for Admission**

1. It is the responsibility of the candidate to follow all admissions rules procedures.
2. The registration form must be completed and submitted a minimum of 30 days before the desired start date of the program.
3. All certificates (see requirements in Eligibility for Admission section) must be submitted at the time of registration.

## **Fee Payment Rules**

1. The complete course fees (currently United States Dollars 7,200) are required to be paid a minimum of 20 days before the desired start date of the program.
2. Six or seven text books will be required to be used by students. The cost of those text books is not included in the above course fee.



## LEARNING OUTCOMES

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### Stanton University Learning Outcomes (ILOs)

1. Knowledge and Proficiency- Demonstrate knowledge and proficiency in a chosen field of study.
2. Critical Thinking- Exercise critical thinking and quantitative reasoning in judgment, decision making, and problem solving.
3. Information Utilization- Locate and utilize a variety of types of information accurately and appropriately.
4. Communication Skills- Effectively communicate in oral and written methods to convey well-organized thoughts, ideas, and opinions.
5. Diversity- Exhibit awareness, understanding, and respect for diversity of individuals, groups, and cultures.
6. Ethics- Knowledge, understanding and demonstrate ethical principles

### Golf Management Certificate Learning Outcomes (ILOs)

1. Knowledge and Proficiency – demonstrate knowledge of the game of golf and other golf-related subjects
2. Critical Thinking – exercise critical thinking with respect to golf-related information, data and technology. Exhibit quantitative reasoning in judgment, decision making, and problem solving.
3. Information Utilization - locate and utilize a variety of types of golf-related information accurately and appropriately for each course.
4. Communication Skills – communicate to an audience professionally and effectively in written and oral forms, with well-organized thoughts, ideas and opinions.
5. Diversity awareness – exhibit an understanding of, and respect for, diversity of individuals, groups, and cultures in golf.
6. Ethics – exhibit an awareness, understanding, and application of ethical principles in all golf-related fields

## FACULTY

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### **Kiran Kanwar**

Dr. Kiran Kanwar serves as the Program Chair of the Golf Department at Stanton University, where she is, amongst other roles, involved in curriculum development for the Professional Golf and Golf Complexes Management degree program. She also teaches a variety of golf-related subjects as well as some general education science and English courses.

She believes in having the best-in-class curricula for every course she develops and is passionate about everything she does, including getting students motivated and excited about any course they take. She has a Ph.D. in Kinesiology (Biomechanics and Anatomy) and an M.S. in Sports Science and Nutrition. She has been a golf instructor for over 34 years and is an LPGA Master golf instructor who has won the women's national amateur golf championship in India.

Dr. Kanwar has researched the golf swing for over 30 years and developed the Minimalist Golf Swing System for full-swing and short game which has been shown through research to improve performance and reduce injury risk. Her goal is to help all skill levels of golfers enjoy golf more through playing better. Her academic goal is also linked to this, as she hopes to engender a love of golf in all her students.

## FACULTY

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### Chad Hackman

Chad Hackman is the General Manager at Shandin Hills Golf Club where he is responsible for the operation and business of the golf facility. He has gained firsthand experience in the golf business when he worked as a cart attendant, golf shop assistant, course maintenance worker, banquet captain, food & beverage manager, and assistant general manager. He received his Bachelor of Arts degree in Business Administration from California State University, San Bernardino in 1996.

### Sinan Tinak

Sinan Tanik has a Master of Science degree in coaching and exercise sciences (MSCE) and a Master of Arts degree in coaching and athletics administration (MCAA) from Concordia University, Irvine, California. He received his Bachelor of Science in Economics degree from Anadolu University in Turkey.

He played volleyball professionally in Europe for 18 years. He was the captain of the Turkish National team where he served 11 years as a player. He has earned many national and international championships and awards in the course of his professional career. He has captained teams in five different countries with diverse cultures. Sinan also has a 4th level Turkish Volleyball Federation Coaching diploma, FIVB Level 2, and USAV CAP II coaching certificates.

## STUDENT TESTIMONIALS



### Abimbola Oladoyin

I am an alumnus of Stanton University and am currently pursuing my doctorate degree.

Stanton University offers an exceptional program called Professional Golf Management (PGM), which is perfect for individuals interested in sports management, particularly in golf. The program's curriculum is meticulously designed, encompassing essential courses like sports psychology, turf

management, and golf fitness, among others. The university boasts a team of highly competent professors with extensive experience and knowledge in golf management and the golf business. Moreover, Stanton University is situated in the picturesque area of Los Angeles, adding to its allure.



### Hien Le (alumnus)

The PGGCM Program at Stanton University has a profound impact on my understanding and passion for the game of golf. The curriculum was thoughtfully designed to cover a wide range of critical aspects within the golf industry. Besides, the school faculty were very supportive of our personal and academic goals. I highly recommend

this program to any individual seeking to advance their career or broaden their knowledge in this field.



### Eniola Sunday Ajayi (current student)

I have degrees in Mass Communication and Business Administration; I worked as a journalist back home in Nigeria before coming to the United States for my MBA. In 2021, I joined the Professional Golf Management program at Stanton University (SU).

I knew practically nothing about golf before I enrolled for the PGM program at SU. It's so amazing how I have gained so much knowledge within a very short period of time. The program syllabus is so exhaustive and holistic with very engaging in-class and on-the-course sessions.

I not only understand the rules and the administration of the game, I can now go to the driving range confidently to play; in fact, I just bought some golf kits for my kids because I have been trained to also be a golf instructor.

All thanks to Stanton University.



### **Mercy O'sir (current student)**

Stanton University, I believe, is that exact place you need to be at if you are to live the phrase... 'Knowledge is Power'

I have been privileged to attend Stanton University - Garden Grove campus, a multicultural campus that embodies diversity and the power of knowledge.

After completion of my degree in Healthcare Administration, I realized that I had not been exercising enough. I clearly and quickly understood my needs and personality, and delved into the Professional Golf Management program. This was a game changer as I am able to keep fit, stay healthy in the long-term, and acquire professional golf knowledge.

I have been gaining notable expertise from the professors who are very passionate and dedicated in ensuring that we not only learn but retain knowledge. I have also been able to do the unthinkable...schematically design a golf course for the Amboseli National Park in Kenya which I forwarded to their board.

Spreading the knowledge to family and friends has since shifted their mindset towards golf and their health -from a Health Sciences class- for the better. Golf has, in truth, become my cup of 'tee'!



# STANTON UNIVERSITY

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