

Applied Golf Management Studies BSc (Hons)

This unique degree programme is a partnership between the University and the Professional Golfers' Association (PGA). As the only degree of its kind in the world, it gives you the chance of combining a high-level applied theoretical degree with membership of the PGA (subject to application).



AGMS has a 100% employability rate
"2012/13 Destination of Leavers from Higher Education survey (DLHE)"

Study here and find out why the University of Birmingham was awarded The Times and The Sunday Times University of the Year 2013-14
(<http://www.birmingham.ac.uk/news/latest/2013/09/20-sep-Birmingham-announced-as-University-of-the-Year.aspx>)

Course fact file

UCAS code: N290

Duration: 3 years

Places Available: 25

Applications in 2012: 130

Typical Offer: AAB-ABB ([More detailed entry requirements and the international qualifications accepted can be found in the course details \(? OpenSection=EntryRequirements\)](#))

Start date: September

Related courses

[Register for information on the next Belfry Open Day \(/undergraduate/courses/sportex/agms-open-day-database.aspx\)](#)

[FAQs - Applied Golf Management Studies BSc - School of Sport, Exercise and Rehabilitation Sciences \(/undergraduate/courses/sportex/app-golf-mgt-studies-faqs.aspx\)](#)

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[School of Sport, Exercise and Rehabilitation Sciences \(/schools/sport-exercise/index.aspx\)](#)

Details

[Download details of the AGMS course as a PDF \(213KB\) \(/Documents/college-les/sportex/applied-golf-management-studies.pdf\)](#)

[Frequently Asked Questions about the Applied Golf Management Studies BSc \(/undergraduate/courses/sportex/app-golf-mgt-studies-faqs.aspx\)](#)

This unique degree programme is a partnership between the University and the Professional Golfers' Association (PGA). As the only degree of its kind in the world, it gives you the chance of combining a high-level applied theoretical degree with membership of the PGA (subject to application).

The programme is based in the School of Sport and Exercise Sciences; however, staff from other key schools are involved in its delivery. Students are taught by specialist staff from disciplines including Metallurgy and Materials, and Physiotherapy. PGA specialist staff also contribute extensively to the delivery of the course.



“ Putting it boldly, I wouldn't have got the job I have now if I hadn't completed the AGMS course. ”

Matthew Davies
The Professional Golfer's Association

[\(/schools/sport-exercise/our-students/davies-matthew.aspx\)](#)

Across all three years of the degree you cover modules in the areas of applied sports science, materials science, coaching theory and business management delivered by specialist staff from the University and the PGA. You also complete three PGA-assessed vocational placements in a golf environment, which are a requirement for membership of the PGA.

First year

In the first year you adopt a generic approach to sport and golf, including modules on: sports science; equipment and technology; coach education; and business management. During the summer vacation you are also required

to complete a placement in collaboration with the PGA.

Second year

Year 2 involves modules on: applied sports science, the psychology of golf; equipment technology; financial performance; coaching science; and research methods. During the summer vacation you can also complete a placement in collaboration with the PGA.

Third year

The final year of the programme contains modules on: Human Resource Management; advanced psychology; and event management. You will also complete a placement report and a dissertation. For those intending to apply for PGA membership a further placement can take place at the end of the year in collaboration with the

Professional placement

A key part of this course is the opportunity to spend the summer working with PGA professionals in the golf industry. Students have worked in world renowned golf facilities in Britain and Ireland, such as The Belfry, Gleneagles and the K Club and, increasingly students are working abroad in places like Spain, France, Portugal, Austria, Egypt and the USA, gaining experience and making valuable contacts within the industry. For many students, this has lead directly into employment.

Extra-curricular golfing opportunities

Students on the course have the opportunity to represent the University of Birmingham in both team and individual golf competitions. The university runs five golf teams and has had great success in both the league and knock-out stages of BUCS golf competitions. Students who choose to sign up with the PGA whilst on the degree course also get the chance to compete in PGA Regional Tournaments.

Students can also get involved in volunteer golf coaching through UBSport Golf Volunteerz. This is a student based volunteer team and was initially founded by three University of Birmingham students and has since expanded to a team of 16, with the majority studying AGMS. This team won the University Sports Club of the Year (SCOTY) award 2010 for making an outstanding contribution within their community. This is another opportunity for students to promote the game of golf, make useful contacts in the industry and increase their future employment prospects.

Modules

Year 1

- [Introduction to Applied Sports Science \(/undergraduate/courses/sportex/ug-modules/Introduction-to-Applied-Sports-Science.aspx\)](/undergraduate/courses/sportex/ug-modules/Introduction-to-Applied-Sports-Science.aspx)
- [LC Principles of Golf Coaching \(/undergraduate/courses/sportex/ug-modules/Principles-of-Golf-Coaching.aspx\)](/undergraduate/courses/sportex/ug-modules/Principles-of-Golf-Coaching.aspx)
- [LC The History, Sociology and Governance of Golf \(/undergraduate/courses/sportex/ug-modules/The-History-Sociology-and-Governance-of-Golf.aspx\)](/undergraduate/courses/sportex/ug-modules/The-History-Sociology-and-Governance-of-Golf.aspx)
- [Skills for Sport and Exercise Sciences \(/undergraduate/courses/sportex/ug-modules/Skills-for-Sport-and-Exercise-Sciences.aspx\)](/undergraduate/courses/sportex/ug-modules/Skills-for-Sport-and-Exercise-Sciences.aspx)
- [Strategic Marketing for Golf Businesses \(/undergraduate/courses/sportex/ug-modules/Strategic-Marketing-for-Golf-Businesses.aspx\)](/undergraduate/courses/sportex/ug-modules/Strategic-Marketing-for-Golf-Businesses.aspx)

Year 2

- [Applied Sports Science and Golf \(/undergraduate/courses/sportex/ug-modules/Applied-Sports-Science-and-Golf.aspx\)](/undergraduate/courses/sportex/ug-modules/Applied-Sports-Science-and-Golf.aspx)
- [Equipment Technology \(/undergraduate/courses/sportex/ug-modules/Equipment-Technology.aspx\)](/undergraduate/courses/sportex/ug-modules/Equipment-Technology.aspx)
- [Financial Performance \(/undergraduate/courses/sportex/ug-modules/Financial-Performance.aspx\)](/undergraduate/courses/sportex/ug-modules/Financial-Performance.aspx)
- [LI Applied Custom Fitting \(/undergraduate/courses/sportex/ug-modules/Applied-Custom-Fitting.aspx\)](/undergraduate/courses/sportex/ug-modules/Applied-Custom-Fitting.aspx)
- [LI Applied Golf Coaching \(/undergraduate/courses/sportex/ug-modules/Applied-Golf-Coaching.aspx\)](/undergraduate/courses/sportex/ug-modules/Applied-Golf-Coaching.aspx)
- [LI Managing Golf Events \(/undergraduate/courses/sportex/ug-modules/Managing-Golf-Events.aspx\)](/undergraduate/courses/sportex/ug-modules/Managing-Golf-Events.aspx)
- [Psychology of Golf \(/undergraduate/courses/sportex/ug-modules/Psychology-of-Golf.aspx\)](/undergraduate/courses/sportex/ug-modules/Psychology-of-Golf.aspx)
- Research Methods and Statistics for Sport and Exercise Sciences

Year 3

- [Advanced Psychology \(/undergraduate/courses/sportex/ug-modules/Advanced-Psychology.aspx\)](/undergraduate/courses/sportex/ug-modules/Advanced-Psychology.aspx)
- [Analysis of Swing Theory and Practice \(/undergraduate/courses/sportex/ug-modules/Analysis-of-Swing-Theory-and-Practice.aspx\)](/undergraduate/courses/sportex/ug-modules/Analysis-of-Swing-Theory-and-Practice.aspx)
- [Dissertation \(AGMS\) \(/undergraduate/courses/sportex/ug-modules/Dissertation-AGMS.aspx\)](/undergraduate/courses/sportex/ug-modules/Dissertation-AGMS.aspx)
- [Event Management \(/undergraduate/courses/sportex/ug-modules/Event-Management.aspx\)](/undergraduate/courses/sportex/ug-modules/Event-Management.aspx)
- [Human Resource Management \(/undergraduate/courses/sportex/ug-modules/Human-Resource-Management.aspx\)](/undergraduate/courses/sportex/ug-modules/Human-Resource-Management.aspx)
- [LH Project \(/undergraduate/courses/sportex/ug-modules/LH-Project.aspx\)](/undergraduate/courses/sportex/ug-modules/LH-Project.aspx)
- [PGA Placement \(/undergraduate/courses/sportex/ug-modules/PGA-Placement.aspx\)](/undergraduate/courses/sportex/ug-modules/PGA-Placement.aspx)

Fees and funding

Standard fees (<http://www.birmingham.ac.uk/students/ug/courses/fees/standard>) apply

Learn more about [fees and funding \(/undergraduate/fees/loans.aspx\)](/undergraduate/fees/loans.aspx)

Scholarships

Learn more about our [scholarships and awards \(/undergraduate/fees/funding/index.aspx\)](/undergraduate/fees/funding/index.aspx)

The University of Birmingham **Undergraduate Research Experience** (<http://www.birmingham.ac.uk/generic/internships/funding/research/index.aspx>) scheme offers financial support for undergraduates to undertake work experience or a research placement in the summer vacation. The scheme is open to all first-, second- and penultimate-year undergraduate students. It is also open to final-year undergraduate students who are in the process of applying for, or who have already applied for, a place on a postgraduate programme at the University of Birmingham for the current academic year.

Entry requirements

Number of A levels required: 3

Typical offer: AAB-ABB

Required subjects and grades: Normally at least two of the following at A2 level (or equivalent): PE or Sports Studies/Science; Business Studies or Economics; Design and Technology or Mathematics; a science (eg, Physics, Biology or Psychology). GCSEs at grade C (minimum) in Science, English and Mathematics is required.

Excluded A Levels: We do not accept Applied Science, Citizenship Studies, Communication and Culture, Critical Studies, Critical Thinking, General Studies, Global Perspectives, Moving Image Arts, Science in Society, Use of Maths and World Development.

Applicants need to meet a golf handicap as stipulated by the PGA (before A level results) in the year of application. Currently these are 4.4 or better for men and 6.4 or better for women

Additional information:

Other qualifications are considered – learn more about [entry requirements \(http://www.birmingham.ac.uk/students/ug/requirements\)](http://www.birmingham.ac.uk/students/ug/requirements)

Satisfactory completion of a Disclosure and Barring Service check (previously the Criminal Records Bureau check) is required from accepted candidates before registration for the programme.

International students:

International Baccalaureate Diploma: 34-35 points

Standard English language requirements apply

Learn more about [international entry requirements \(http://www.birmingham.ac.uk/students/ug/requirements/international\)](http://www.birmingham.ac.uk/students/ug/requirements/international)

Depending on your chosen course of study, you may also be interested in the Birmingham Foundation Academy, a specially structured programme for international students whose qualifications are not accepted for direct entry to UK universities. Further details can be found on the [foundation academy web pages \(http://www.birmingham.ac.uk/students/foundation-academy/Pathways/index.aspx\)](http://www.birmingham.ac.uk/students/foundation-academy/Pathways/index.aspx).

How to apply

Apply through UCAS at [www.ucas.com \(http://www.ucas.com/\)](http://www.ucas.com/)

Learn more about [applying \(http://www.birmingham.ac.uk/students/ug/courses/apply\)](http://www.birmingham.ac.uk/students/ug/courses/apply)

Key Information Set (KIS)

Key Information Sets (KIS) are comparable sets of information about full- or part-time undergraduate courses and are designed to meet the information needs of prospective students.

All KIS information has been published on the Unistats website and can also be accessed via the small advert, or 'widget', below. On the [Unistats website \(http://unistats.direct.gov.uk\)](http://unistats.direct.gov.uk) you are able to compare all the KIS data for each course with data for other courses.

The development of Key Information Sets (KIS) formed part of HEFCE's work to enhance the information that is available about higher education. They give you access to reliable and comparable information in order to help you make informed decisions about what and where to study.

The KIS contains information which prospective students have identified as useful, such as student satisfaction, graduate outcomes, learning and teaching activities, assessment methods, tuition fees and student finance, accommodation and professional accreditation.

Related links

[Register for information on the next Belfry Open Day \(/undergraduate/courses/sportex/agms-open-day-database.aspx\)](/undergraduate/courses/sportex/agms-open-day-database.aspx)

[FAQs - Applied Golf Management Studies BSc - School of Sport, Exercise and Rehabilitation Sciences \(/undergraduate/courses/sportex/app-golf-mgt-studies-faqs.aspx\)](/undergraduate/courses/sportex/app-golf-mgt-studies-faqs.aspx)

[School of Sport, Exercise and Rehabilitation Sciences \(/schools/sport-exercise/index.aspx\)](/schools/sport-exercise/index.aspx)

Related news and events

[AGMS graduate enjoys life as a golf professional in the UAE \(/schools/sport-exercise/news/2012/agms-graduate-uae.aspx\)](/schools/sport-exercise/news/2012/agms-graduate-uae.aspx)

[AGMS students put theory into practice at Edgbaston Golf Club. \(/schools/sport-exercise/news/2013/agms-students-edgbaston-golf-club.aspx\)](/schools/sport-exercise/news/2013/agms-students-edgbaston-golf-club.aspx)

Learning and teaching

As a Birmingham student you will be taught by world-leading academics and professionals in their subjects from both the University and the Professional Golfers' Association (PGA). We are passionate about sharing our knowledge and expertise with you; you will become part of the School's academic community which includes professors, lecturers, visiting experts, postgraduate students and researchers. From the outset you will be encouraged to become an independent and self-motivated learner.

Your learning will take place in a range of different settings and in the specialist facilities at the University and at the PGA National Training Academy based at The Belfry. Learning will range from scheduled teaching in lectures and small group tutorials to self-study and peer group learning. In all three years there are practical sessions related to different aspects of your course, from teaching and coaching to psychology. Particular attention is paid to developing generic learning skills in addition to specific subject knowledge. We believe that attention to these skills is one reason why our graduates are so attractive to potential employers.

Adobe Flash Player or QuickTime is required for video playback. [Get the latest Flash Player](#) [Get the latest version of QuickTime](#)

We have introduced the **Speed BSc** which is an innovative approach to introducing new students to the school. As well as a great place to meet students from the

course, the Speed BSc helps you learn useful skills that will serve you well during your time here and help you with the transition from school/college to university - watch the video above to find out more.

[Speed BSc - Video transcript \(/accessibility/transcripts/les/Sport-and-Exercise-Sciences-Speed-BSc.aspx\)](/accessibility/transcripts/les/Sport-and-Exercise-Sciences-Speed-BSc.aspx)

How will I be supported?

There are plenty of opportunities to get to know the lecturers and postgraduates and you will have access to a comprehensive support system that will assist and encourage you. During your first week at University you will meet your personal tutor who will work closely with you throughout your programme to support your development and track your academic progress. In your first year, you will see your tutor every fortnight either in a small group with other students to discuss an aspect of teaching or research, or individually to review your personal progress.

Assessment methods

Studying at degree-level is likely to be very different from your previous experience of learning and teaching. You will be expected to think, discuss and engage critically with the subject and find things out for yourself. We will enable you to make this transition to a new style of learning, and the way that you are assessed during your studies will help you develop the essential skills you need to make a success of your time at Birmingham.

You'll be assessed in a variety of ways, and these may be different with each module that you take. You will be assessed through coursework which may take the form of essays, group and individual presentations, laboratory-based work (depending on your chosen degree) and formal exams.


During your first year you will undergo a formal 'transition' review to see how you are getting on and if there are particular areas where you need support. This is in addition to the personal tutor who is based in your school or department and can help with any academic issues you encounter.

At the beginning of each module, you'll be given information on how and when you'll be assessed for that particular programme of study. You'll receive feedback on each assessment within four weeks, so that you can learn from and build on what you have done and you'll be given feedback on any exams that you take.

In your final year you will undertake an extended research project specific to golf and grounded in the modules that you have studied.

Employability

Graduates from this degree programme have found employment in golf facilities around the world. Many have become full members of the Professional Golfers' Association and have forged careers in Golf Management; Golf Coaching; Golf Organisation; Golf Education and Sports Science related to golf. Several graduates are now employed by the PGA in various roles. Some have chosen to focus on playing Professional Golf and others are working for equipment manufacturers. Many students have undertaken Masters Degrees or PhDs in various disciplines, such as Coaching, Psychology, Business and Marketing.

 **AGMS has a 100% employability rate**
"2012/13 Destination of Leavers from Higher Education survey (DLHE)"

Destinations of 2012-13 AGMS graduates up to 6 months after their course

- Assistant Golf Professional
- Bar Staff
- Coach
- County Development Officer
- Development Coach
- Event Manager
- Golf Associate
- Golf Coach
- Intern
- Golf Professional
- PGA Golf Professional
- PGA Teaching Professional
- Promotions Assistant

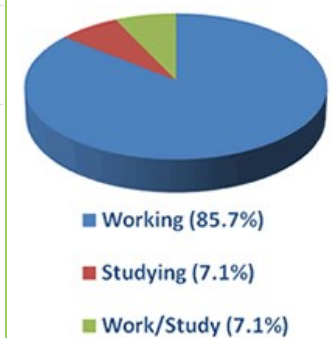
FURTHER STUDY

- 1 x Sports Coaching qualification

EMPLOYERS:

- Cranfield Golf Centre
- Johnny Foster Golf Academy
- Listen Up
- Lougherne Resort
- Middlesex County Golf Partnership & London Sport
- Muscat Hills
- PGSa of Europe
- Royal Mid Surrey Golf Club
- Stone Driving Range/No 1 Golf Shop
- Swingfit Performance Academy

First destinations of University of Birmingham Sport and Exercise Sciences graduates six months after graduation



Destinations of Leavers of Higher Education report (DLHE) 2012/13

- Tavern & Co
- TopGolf
- VPar Live Golf Scoring

[Download further information on career projects following the AGMS degree \(PDF 94KB\) \(/Documents/college-les/sportex/Getting-into-Golf-Careers-2012-MT.pdf\)](#)

Professional accreditation

This programme can lead to membership of the Professional Golfers' Association (subject to status and application)

For further information and online booklets please contact the Admissions Tutor

Dr Martin Toms

Tel:+44 (0)121 415 8392/8285

Email:m.r.toms@bham.ac.uk (<mailto:m.r.toms@bham.ac.uk>)

96% Students agreed staff are good at explaining things



To see more details and compare with other courses

Visit
UNISTATS ▶

BA (Hons) Applied Golf Management Studies
Full time

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