Eastern Illinois University
New Course Proposal
FCS 3340, Club Management

1. Catalog Description
   a. Course Number: FCS 3340
   b. Title: Club Management
   c. Meeting times and credit: 3-0-3
   d. Terms to be offered: S
   e. Short title: Club Mgmt
   f. Course Description: A study of the organization, administration, operations and
   opportunities within the club industry with emphasis on the manager’s duties.
   g. Prerequisite: FCS 2700 (The Hospitality Industry) and BUS 2101 (Financial
   Accounting)
   h. Initial Term: Fall 2005

2. Student Learning Objectives and Evaluation
   a. Objectives. Course objectives are listed below with corresponding examples of
   assessment methods.
   Upon completion of the course the students will:
   ▪ Describe the organizational structure of a private club and explain how it differs from
   other hospitality operations; (exams)
   ▪ Demonstrate basic knowledge of the roles of club managers and board of directors,
   as well as those of membership; (exams, in class activities)
   ▪ Describe the role of service in private clubs, define “moments of truth,” and
   summarize strategies for controlling service encounters; (exams, in class activities)
   ▪ Identify leadership issues in club management; (exams, written project)
   ▪ Evaluate the efficiency and effectiveness of the overall functions of clubhouse
   managing, budgeting, forecasting sales, managing food production, cash receipts,
   and merchandising; (exams, in class activities, oral presentation)
   ▪ Recognize the role of marketing clubs; (exams, oral presentation, written project)
   ▪ Identify the principles of recreation management such as golf, fitness, aquatics, and
   tennis as they apply to club operations. (exams, in class activities)
   b. Assessment
   Student achievement of the stated objectives will be assessed based on the following
   activities:

   Exams 40%
   Written project 20%
   Oral presentation 20%
   In class activities 20%

c. This course is not technology delivered.

d. This course is not offered for graduate credit.

e. This course is writing active.

3. Outline of Course
   a. Units of time

   I. Orientation to Club Management 1 week
      A. Club membership
B. Club structure
C. Types of clubs

II. Organizational structure of clubs  1 week
A. The role of the club’s board
B. Roles and responsibilities of the club general manager
   1. Working with the board
   2. Professional development

III. Service excellence in clubs  1 week
A. Understanding the role of service
   1. Moments of truth
   2. The service encounter
B. Identifying member’s needs and expectations

IV. Leadership in club operations  2 weeks
A. Empowerment
B. Communication
C. Conflict management

V. Management of clubs  3 weeks
A. Quality management systems
B. Strategic management of clubs
C. Club financial management
D. Human resources in clubs

VI. Food and beverage operations in clubs  2 weeks
A. Unique aspects of private club food and beverage operations
B. The role of food and beverage departments in clubs
C. The menu
D. Trends in club dining

VII. Marketing clubs  2 weeks
A. The role of club marketing
   1. Marketing strategy
   2. Situation analysis
   3. Service marketing
   4. Internal marketing
B. The club marketing mix

VIII. Club recreation management  2 weeks
A. Golf operations
B. Fitness
C. Aquatics
D. Tennis

IX. Student Presentations  1 week

b. Not applicable; this course is not technology delivered.

4. Rationale

a. Purpose and need: This course has been offered previously as an FCS 4230 Special Topics course; this proposal provides the course a permanent FCS course number and standing. This course provides students with additional career exploration opportunities as club management related topics are only indirectly addressed in other hospitality course. Student interest in careers
in club management positions is high, as evidenced in the Club Managers of America student chapter activities at EIU, the number of students who complete internships in club settings, and the fact that this course was ranked second out of ten courses in a student interest survey.

b. Justification for course level and prerequisites. The course applies basic business principles to the club environment, hence an upper level course designation is appropriate. FCS 2740 (The Hospitality Industry), and BUS 2101 (Financial Accounting) serve as prerequisites.

c. Similarity to existing courses: No similar course exists. Content areas are introduced in other classes, but they are directly applied to the club industry in this course.

d. Impact on Programs: This course is an elective for the Hospitality Management Concentration in the FCS in Business Option Program.

5. Implementation
a. Faculty members to whom this course may be assigned: Lisa Brooks.

b. This course includes a field trip to a country club. Students are expected to pay the cost of transportation and food, estimated at $20 per student.

c. Text and Supplementary Materials:


6. Community College Transfer: A community college course may not be judged equivalent to this course.

7. Date approved by the SFCS Curriculum Committee: November 8, 2004

8. Date approved by the LCBAS Curriculum Committee: December 15, 2004

9. Date approved by the Council of Academic Affairs: January 20, 2005