

# News Release



上海交通大学  
Shanghai Jiao Tong University

## Golf Management Institute of Canada Expands its Teaching Services into China

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**OAKVILLE, ON** – The Golf Management Institute of Canada (GMIC) has opened a door to the fastest growing golf market in the world.

While the GMIC has offered an on-line Graduate Studies Diploma in Golf Operations Management to students around the world for nearly a decade, President Grant Fraser spent a week in China teaching students at Shanghai Jiaotong University in November.

“It was a great experience and program that I hope the GMIC will continue to be involved with for years to come,” said Fraser who still keeps in touch via Email with some of the 40 students he taught. About one-third of the class was fluent in English, while the other students learned through a translator – a process that Fraser said was seamless and surprisingly easy to coordinate.

Fraser covered segments on the History of Golf, Business Plans, Customer Service, Leadership & Team Building, Developing a Marketing Plan, as well as a case study on - How to build a Golf Course.

Jiaotong University’s Institute of Golf Management was launched in October 2006. Frank Xiao, the institute’s Vice Dean, explained that there are currently about 300 golf courses throughout China. He said that number is expected to reach 800 by 2010 and an astonishing 2,000 courses by 2020. He said there is a growing need for educated managers and professionals to oversee operations at existing clubs and those still to be built.

“Grant showed great interest in our program. His experience and background was ideal for the course, while his teaching material was convincing and the GMIC has a solid reputation in the golf industry,” Xiao said.

Fraser first met with Xiao and other representatives of Jiaotong University last spring when they visited the GMIC offices at Glen Abbey Golf Club. Fraser also introduced them to other members of the GMIC and toured them through several golf clubs.

“The GMIC was the only Canadian school to be selected as part of the educational program at Jiaotong University,” Fraser said. Three other American educators were also selected to teach one-week sessions.

Fraser said the GMIC is hoping to return to Jiaotong University this fall and hopefully increase its involvement with the school.

Located at Glen Abbey Golf Club in Oakville, Ontario, the Golf Management Institute of Canada provides golf management education and training by offering specialized educational programs to the golf industry and its labour force throughout Canada and the world. The only school of its kind, the GMIC offers a Graduate Studies Diploma in Golf Operations Management comprised of 10 on-line courses taught by many of the industry's leading golf educators. In 2004, the GMIC received the Canadian Society for Training and Development's E-Training Award for Canada in recognition of programme excellence.

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