

# Keiser to add business degree and facility in golf at PSL

Keiser University is adding a new business degree program and a new satellite campus at the Port St. Lucie campus.

Arthur Keiser, Ph.D., chancellor of the university, announced this week that the university is building a 20,000-square-foot golfing facility in St. Lucie West that will be the location for their new golf management degree program.

School officials have researched potential opportunities for graduates of the new program and reported that the \$76 billion golf industry provides employment for more than 2 million people in the United States including pro shop managers, tournament operators, course and club staff and managers, among other professions, Keiser said.

"Golf is a very important business, especially in this area with the PGA and the many golf courses," Keiser said.

The university is building the new golf facility just across I-95 from the PGA Learning and Performance Center and between the world-famous Professional Golfers' Association (PGA) of America's Port St. Lucie courses.

"PGA allows our students to use the training facilities and the golf courses," said Keiser.

Students will practice on the 35-acre lighted practice range, multiple short-game areas, dedicated bunker facility, and extensive putting green complex.

Back at the Keiser University golf facility, students will study their golf game in a multitude of new, high-tech simulators, Keiser said. They will have an

indoor driving range, a 3D swing analyzer, launch monitors and a green that lets students analyze their putt from many angles with the help of video cameras.

There are also three simulators into which students may program any golf course in the U.S., he said.



The new facility's faculty members are professionals from the golf world who will teach students about the golf industry from club repair and golf retail to golf technology and golf course management, Keiser said.

"And that is the degree they are working toward, an Associate of Science in

Golf Management. It's a business degree and it's accredited."

"It's a business management degree with the emphasis on becoming a golf professional," he added.

Credits towards becoming a PGA professional also are offered.

Classes begin every month so students can begin at almost any time and finish their training in 16 months. And, Keiser said, because it is accredited, students are eligible to apply for federal grants and loans as well as private loans to cover their costs.

Keiser expects the golf facility, which is a satellite campus of the Port St. Lucie campus, to be completed in February.

"But we are enrolling students right now," Keiser said. "They can start earning their general-

education credits towards their degree at our Port St. Lucie campus while the facility is being completed."

The Port St. Lucie main campus is at 10330 S. U.S. 1 in the plaza between Port St. Lucie Boulevard and Jennings Road.

For more information, visit the campus or go online at [www.collegeofgolf.keiseruniversity.edu](http://www.collegeofgolf.keiseruniversity.edu) or call (888) 355-4465.

Keiser believes the College of Golf will attract students from across the United States and the world, providing a much-needed boost to the local economy. Keiser University's annual economic impact on Florida as a whole tops \$542 million, according to a 2008 study by the Washington Economics Group.

According to the Web site, [www.keiseruniversity.edu](http://www.keiseruniversity.edu), the Port St. Lucie campus offers 29 degree programs in growing career fields from associate's degrees to master's degrees, including an MBA. The university also offers many online degree programs. All are accredited by the Commission on Colleges of the Southern Association of Colleges and Schools. On-campus and online program schedules are designed to meet the needs of working adults.

"Whether a student is pursuing nursing, culinary arts, biotechnology or golf, we expect them to be professional and passionate about their career choice," said Keiser. "The mission of the university is career focused. And this degree, like all others from associate to Ph.D., will combine hands-on experience, credentialed faculty, small class sizes and solid academics."

To schedule a visit to the Port St. Lucie campus, call (772) 398-9990.