



Global Club Management & Leadership

Internship Requirements

The Global Club Management and Leadership major is an academically rigorous program with a strong curricular base in business and hospitality. Aside from the standard course requirements, this major has additional non-academic requirements that students will need to fulfill in order to graduate from Florida State University's Dedman College of Hospitality. One of these additional requirements is six months of pre-approved internship work experience.

The Global Club Management internship program is designed to provide students with valuable experience in the field, either domestically or abroad. Students will gain not only valuable work experience but will also build their resumes, giving them a competitive advantage in the job market.

The Basic Requirements:

The students are required to work in one or more areas of a private club, golf resort, or golf/club related company for a minimum of 3 months per placement. Most internship positions are in food & beverage, recreation, golf operations, banquets and events, marketing, and other support service areas. Depending on the country and visa requirements, some are paid min. wage and offered on-property housing. In cases where they are not able to be paid (due to visa regulations), other benefits are offered to offset the cost, such as free housing and meals.

The Purpose:

The main purpose of this experience is to expose the students to the club industry, allowing them to gain valuable skills and knowledge in a real-world setting. The first experience (or level 1) is to introduce the students to club service or the company's culture at a level appropriate to his or her experience. The second experience (or level 2) is to provide the student with supervisory experience and exposure to higher level skills in managing a team within a club or related company. The final experience, if applicable, is to develop the young professional as a manager-in-training, post-graduation, providing the graduate with autonomy in managing an area or team within a club's department.

Student Responsibilities:

Students are responsible for securing their own internship opportunities. The GCML department must approve the internship prior to the student accepting the position. By accepting a position, the student is agreeing to the following:

- To represent Florida State University and the Dedman College of Hospitality in the best possible light
- To act in a professional manner throughout the duration of the internship
- To stay at the internship for the entire period of employment as agreed upon in the work experience agreement (unless under extreme circumstances)
- To notify the director of the GCML program if there are concerns or issues during the internship
- To be proactive in requesting learning opportunities
- To complete the listed learning objectives for the internship
- To provide the GCML department with a signed copy of the work experience form, prior to departing for the internship
- To provide the GCML department with a signed copy of the exit evaluation form upon completing the internship

Food and Beverage Internship Learning Objectives

Level 1

The following learning objectives must be provided to the human resources department upon accepting an internship offer, as well as your immediate supervisor upon arrival at the internship site.

I. Member and Guest Service

- Address members in appropriate manner, based on club culture, after shadowing host/hostess or server
- Use appropriate club terminology when speaking with members

II. Member Interaction

- Anticipate member needs and provide unexpected service to exceed those needs
- Demonstrate sincere interest in members, their families and their guests
- Provide genuinely kind and friendly interaction at each and every point of service

III. Point of Sale System (Jonas or Other)

- Utilize software to charge members for food service
- Generate information about member accounts in order to provide better service

IV. Member Recognition

- Memorize names of frequent members
- Formulate ways in which to best remember names and faces (i.e. flashcards, notes, etc...)

V. Product Knowledge

- Define methods of cooking for each menu item by shadowing chef, taking notes, asking questions
- Determine ways in which chef customizes for specific members
- Identify key flavor profiles for each menu item by requesting a tasting session
- Identify chef's methods for accommodating food allergies
- Determine chef's specialty asking about his/her background, schooling, etc...
- Memorize menu by spending off hours quizzing

VI. Problem Solving (lunch or dinner service)

- Determine how to create member satisfaction when problem arises (i.e. kitchen is out of the special)
- Identify reasons for personality conflicts among team members
- Show interest in solving problems by requesting meetings with supervisor

VII. Food Handling and Safety

- Request food handling and safety training from supervisor
- Demonstrate proper food and safety standards, as trained, at all times

VIII. Dining Room Set Up

- Set up dining room, as specified by supervisor, in a quick and efficient manner
- Identify ways in which to improve efficiency, if applicable
- Provide ideas on new and creative sets, if allowed

IX. Opening and Closing Side Work

- Shadow servers to learn procedures
- Provide efficient work when opening and closing
- Identify ways to improve, if applicable
- Provide positivity and work with enthusiasm

X. Wine Service

- Schedule learning session with club's sommelier and/or beverage director to discuss wine options, top sellers
- Memorize house wines menu
- Shadow servers to determine how to pour wine appropriately
- Practice wine pouring during off hours, schedule practice session with beverage director
- Pour wine for members with confidence

XI. Buffet Set-up

- Set up buffet line, as specified by supervisor, in a quick and efficient manner
- Identify ways in which to improve efficiency, if applicable
- Provide ideas on new and creative sets, if allowed

XII. Additional Learning Opportunities

- Work varying shifts to learn all meal services (breakfast/lunch/dinner)
- Attend all department meetings as observer
- Work in varying dining outlets within club, identify different levels of service
- Shadow the following members of management team **(required to receive credit)**
 - Food & beverage director (1 day)
 - Clubhouse Manager / Assistant GM (1 day)
 - General Manager (1 day)
 - Director of Golf (2 days)
 - Banquets/Events/Catering Manager (1 day)
 - Recreation Director (if applicable) (2 days)
 - Chief Financial Officer (1/2 day)
 - Membership Director (1/2 day)
 - Executive Chef (1/2 day)

Food and Beverage Supervisor Internship Learning Objectives

Level 2

I. Observing / Assisting Staff Scheduling

- Assist in developing weekly schedules for dining room staff
- Utilize scheduling software to create schedules
- Rearrange schedules when changes are necessary

II. Compare Scheduling to Budgets

- Review department budgets with food & beverage director
- Compare labor costs with budgets to identify necessary changes
- Determine differences in scheduling needs during peak times of season

III. Upholding Standard Operating Procedures

- Review club's procedures to determine any differences in this club verses former employer's
- Observe staff during each shift to ensure proper adherence to club's procedures
- Provide positive reinforcement to staff
- Provide good example to staff by demonstrating excellence in operating procedures

IV. Opening & Closing Manager Duties

- Identify differences in club's opening and closing procedures to former employer's
- Identify cost and time saving ways to open and close with increased efficiency
- Train staff to perform in positive and efficient manner when opening and closing
- Open and close dining outlet with care and efficiency
- Be first in and last out to set good example for staff

V. Upselling Techniques

- Determine ways to increase revenues by upselling during meal service
- Identify high profit items by consulting with chef
- Discuss preferred wine pairings with sommelier/director of beverage/chef for each meal service

VI. Conduct Pre-meal Meetings

- Perform pre-service meetings at each shift, training staff on daily specials, upselling ideas, wine pairings
- Discuss reservations list, identify potential issues/challenges
- Review member preferences with seating, food & beverage

VII. China, Glass, and Silver Inventory

- Perform monthly inventory on service wear
- Place orders for replacements as necessary

VIII. Liquor Inventory and Costing

- Work with beverage director to learn bar service standards
- Conduct inventory with supervision from beverage director to gain knowledge of product assortment
- Work with beverage director on costing and budgeting
- Create special drink promotion (if allowable)

IX. Banquets and Events

- Assist banquet manager with preparing for each of the following:
 - Wedding
 - Golf tournament banquet
 - Holiday event
- Write up a banquet event order under the supervision of the banquet manager
- Sit in on meetings with brides/clients/events committee members
- Assist with creative idea generation to make events special
- Attend meetings with department heads alongside the banquet manager to discuss upcoming events
- Manage an event set up, utilizing established floor plan, and directing staff
- Conduct a post-event evaluation with banquet manager

Golf Operations Internship Learning Objectives

I. Golf Car Fleet Management

- Arrange cars for daily service
- Ensure cars are clean and prepped for members
- Inspect returned cars for damage, report any issues
- Return cars for charging at end of night shift

II. Tournament Operations

- Prepare a tournament planning sheet
- Assist in creating member excitement with social media posts, written communications, publicity
- Assist in prepping course, golf cars, and shop for tournament
- Sit in on meetings with department heads to discuss events
- Assist in creating pairings and tournament scoring
- Learn various tournament formats
- Generate ideas for fun tee gifts and on course tournament activities

III. Golf Shop Sales and Merchandising

- Review brand selection, try on apparel to determine fit, cut, feel
- Memorize brands and store layout in order to provide quick and knowledgeable service
- Identify high volume sales items
- Work with merchandiser to create engaging displays
- Discuss Open to Buy plan with Director of Golf/Head Golf Professional to learn about the 5 R's
- Conduct EOM and BOM inventory
- Place an order for merchandise
- Review cost of sales and budgets with Director of Golf/Head Golf Professional
- Identify the right items to upsell in order to increase revenues
- Utilize shop software to enter a merchandise sale

IV. Golf Shop Member Service

- Engage members in friendly conversation
- Answer member and guest questions in knowledgeable and friendly manner
- Assist members with purchases, providing suggestions for apparel and accessories

- Provide members with quick check-in for tee times
- Answer phones in friendly and appropriate manner according to club policy
- Make tee-times for members, utilizing tee sheet software

V. Practice Facility Management

- Monitor practice facility for cleanliness and supply, restock as needed
- Provide members with any needs they may have
- Perform opening and closing procedures for practice areas

VI. Bag Room Management

- Ensure members bags are stored appropriately according to club system
- Assist in prepping golf cars with member bags for each tee time
- Provide exceptionally friendly and welcoming service to members

Recreation Internship Learning Objectives

- Assist with administrative duties
- Prep members for their recreational experience, providing appropriate equipment, instructions, etc..
- Manage recreation event reservations
- Become knowledgeable in all club recreation activities by conducting personal research
- Inspect equipment daily to ensure safe and cleanly conditions
- Answer member questions in friendly manner
- Promote fun and wellness for department
- Lead programs and special events when needed
- Monitor conduct of participants in programs to ensure compliance with rules and safety procedures
- Attend recreation staff meetings/training sessions as required by the Director
- Provide members with friendly and upbeat service, making their recreation experience memorable
- Perform opening and closing procedures for activities and recreational facilities
- Evaluate each program and meeting you attend and discuss your observations with
- your supervisor. Be willing to offer new ideas.
- Assist with youth programming and supervision

***Membership/Marketing/Communications
Internship Learning Objectives***

- Assist with administrative duties
- Recall members' names, family members, friend groups
- Write social media posts in timely manner
- Write articles for club newsletter
- Photograph members during events
- Sit in on sales/potential new member meetings
- Shadow membership director during club orientations
- Answer membership questions via email / phone calls
- Review membership/dues forecasts and budgets
- Assist with membership direct mail campaigns
- Brainstorm ideas for member engagement
- Assist with creating membership collateral materials
- Identify new avenues via media and technology to communicate with members

Banquet/Catering/Events
Internship Learning Objectives

- Assist banquet manager with preparing for each of the following:
 - Wedding
 - Golf tournament banquet
 - Holiday event
- Write up a banquet event order under the supervision of the banquet manager
- Sit in on meetings with brides/clients/events committee members
- Assist with creative idea generation to make events special
- Attend meetings with department heads alongside the banquet manager to discuss upcoming events
- Brainstorm new floor plans and set ups for events
- Review event budgets and forecasts with manager
- Cost an event
- Manage an event set up, utilizing established floor plan, and directing staff
- Work events, supervising staff, and problem solving throughout service
- Manage event breakdown and clean up
- Conduct a post-event evaluation with banquet manager
- Review billing of event with manager