



The Business Management Institute (BMI)

The Core of the Lifetime Professional Development Program

In the early 1980's, CMAA's leaders saw the need for a formal academic program for club industry professionals. Taking into consideration that managers at all phases of their careers need instruction, education and inspiration, the concept of the "lifetime professional development program" was born and nurtured. The vision was realized as a multi-campus based program that provides tangible career benchmarks by which managers can track their progress and strive for various levels of competency, included a respected certification.

BMI – I Club Management – was launched at Georgia State University in 1988. There are now multiple programs held at the most renowned hospitality schools in the country, including Georgia State University; California Polytechnic University at Pomona; Michigan State University; Cornell University; the University of Nevada, Las Vegas (UNLV); and the Culinary Institute of America.

Today, CMAA's BMI program is an in-demand and flourishing series of week-long courses that have produced more than 10,000 graduates and is one of the most respected educational initiatives in the hospitality industry. Each program is an intensive learning experience employing the latest teaching methodology, real-life examples and pertinent collateral information in a structured academic environment. Benefiting from the expertise of professors, industry experts and experienced club managers, students delve into the myriad of topics that make club management such a fascinating profession!

CMAA's BMI programs are designed for managers at every stage of their careers, offering the following courses:

- BMI I: Club Management
- BMI II: Leadership Principals
- BMI III: General Manager/Chief Operating Officer
- BMI IV: Tactical Leadership
- BMI V: Strategic Leadership
- BMI Golf Management
- BMI International
- BMI Certification Review Course
- BMI Food & Beverage Management
- BMI Wine & Food Experience
- BMI Distance Learning: Organizational Behavior – Team Processes in Private Clubs

Managers who participate in the BMI Career Development Program receive a host of benefits:

- Making contact with industry experts;
- Networking with fellow managers who manage the most innovative and prestigious clubs across the country and around the world;
- Discussing new ideas that can be implemented in their own clubs;

- Receiving instruction from the nation’s finest hospitality educators in 10 club management competency areas:
 - I. Club Governance
 - II. Food & Beverage Management
 - III. Accounting & Financial Management
 - IV. Human & Professional Resources
 - V. Leadership
 - VI. Membership & Marketing
 - VII. Golf, Sports & Recreation Management
 - VIII. External & Governmental Influences
 - IX. Facilities Management
 - X. Interpersonal Skills
- Visiting and touring other club operations; and
- Growing not only as individuals, but as an integral part of the club’s management team.

Online BMI Resources

BMI Programs Home Page

BMI I – V

BMI Golf Management

BMI International

BMI Certification Review Course

BMI Food & Beverage Management

BMI Wine & Food Experience

BMI Distance Learning Course