

BUAD 1111-B
PGA Golf Management Professional Development Seminar

Goal: To guide students through the completion of the Level 1 materials of the PGA of America's Educational Program and to provide information to help students become successful golf professionals.

Topics to be covered:

1. Business Planning
2. Golf Car Fleet Management

Course Learning Outcomes:

Business Planning:

1. Describe the business planning process and the PGA Business Planning Model
2. Understand the difference between long-term and short-term planning
3. Use case studies to learn how to apply business planning concepts to real-world scenarios
4. Define "the business" at the facility level in terms of vision, core values, facility characteristics, and mission
5. Assess the current state of the business
6. Identify internal and external factors that will impact business success
7. Conduct a SWOT Analysis
8. Develop appropriate business goals and objectives based on a facility profile and SWOT Analysis
9. Develop strategies to achieve long-term business goals and short-term business objectives
10. Analyze financial history and create financial forecasts
11. Prepare an operating budget
12. Monitor performance and modify the plan or operations, if required, at regular intervals

Golf Car Fleet Management

1. Describe the importance of the golf car to the golfer, the golf facility and the golf professional
2. Identify the characteristics of a well-managed, profitable golf car fleet
3. Describe the responsibilities of the fleet manager
4. Identify essential policies and procedures that are the foundation of a safe and efficient golf car rental program
5. Describe the fleet staffing requirements of a typical golf facility
6. Identify the benefits and components of an effective maintenance program and proper storage facility
7. Examine golf car needs in light of the facility's mission, customers, and physical characteristics
8. Describe how to acquire a fleet

9. Estimate fleet revenue, costs, and profit and identify how budgeting changes will impact the financial bottom line
10. Perform a lease vs. purchase analysis, and identify the benefits of each
11. Determine rental fees and promote ridership

Class Periods: For the semester

January 22	Orientation	
January 29	Business Planning - Lesson 1: The PGA Business Planning Model	pp. 1-29
February 5	Business Planning – Lesson 2: Define the Business	pp. 30-42
February 12	No Class, STPGA Annual Meeting	
February 19	Business Planning – Lesson 3: Assess the Current State of the Business	pp. 43-50
February 26	Lesson 4: Develop Business Goals, Objectives and related strategies	pp. 51-60
March 5	Business Planning – Lesson 5: Prepare Financial Forecasts and Budgets	pp. 61-87
March 12	No Class, Spring Break	
March 19	Business Planning – Lesson 6: Monitor Performance Business Planning Review – Practice Questions	pp. 88-91
March 26	No Class, PAT	
April 2	Golf Car Fleet Management – Lesson 1: The Importance of the Golf Car Fleet Golf Car Fleet Management – Lesson 2: Fleet Operations	pp. 1-7 pp. 8-31
April 9	Golf Car Fleet Management – Lesson 3: Fleet Maintenance	pp. 32-41
April 16	Golf Car Fleet Management – Lesson 4: Fleet Planning	pp. 42-51
April 23	Golf Car Fleet Management – Lesson 5: Fleet Finances	pp. 52-67
April 30	Golf Car Fleet Management Review – Practice Questions Internship Orientation	

Business Planning Test	Friday, March 24 at 1:00 p.m. in SHB #300
Business Planning Work Experience Activities	Assigned in class and due during semester
Golf Car Fleet Management Test	Friday, May 4 at 9:00 a.m. in SHB #300
Golf Car Fleet Management Work Experience Activities	Due August 1, 2018 while on Internship

Required Text

Portal Access for PGA Level 1 materials provided with successful completion of Qualifying Level Test and paid by yearly PGA Golf Management program fee.

PGA Professional Golf Management –

Business Planning Pre-Seminar and Seminar materials

Golf Car Fleet Management Pre-Seminar materials

Class Policies

- Class meetings: Monday 8:30 – 10:20 in SHB #139

Grading

Business Planning Test –	30 points (21 points to pass for PGA requirements)
Golf Car Fleet Test –	30 points (21 points to pass for PGA requirements)
4 Pop Quizzes -	40 points
Business Planning WEA	25 points
<u>Attendance –</u>	<u>100 points</u>
Total	225 points

Attendance is based on class attendance, PGMSA meetings and PGMSA golf tournaments.

0 absences =	100 points
1 absence =	95 points
2 absences =	90 points
3 absences =	80 points
4 absences =	70 points
5 absences =	60 points
6 absences or more =	50 points

Course Grade

A = 202 points or above

B = 180-201 points

C = 157-179 points

D = 135-156 points

F = 134 points or below

Please note: A score of 21 out of 30 questions (70%) must be achieved on the Business Planning and Golf Car Fleet Management tests to be able to pass the course for the PGA of America Level 1 requirements. Students who do not pass the test(s) will be required to retake and pass the exam at an authorized PSI test center. Students failing to attempt required retakes every two weeks until the test is passed will be docked one letter grade in the next PGA Golf Management class taken.

Playing Requirement: In addition to PGMSA golf tournament attendance counting toward your grade, students will be required to compete in 4, 18-hole tournament rounds over the course of the semester. If a student does not compete in and finish 4 rounds then they will be placed on probation.

Instructor

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ACADEMIC DISHONESTY: All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

While many of the activities will involve you working and communicating with other PGA Golf Management University students and facility staff members, the work entered into the work experience portfolio must be yours and yours alone. As such, any submission related to your work experience activities must be entirely completed by you. Any attempt to submit work that was not completed entirely by you and/or intentionally misrepresenting someone else's work as your own may result in a failing grade, a requirement of a new submission, and/or result in disciplinary action as determined by the PGA Golf Management University and/or the PGA of America, including, but not limited to, expulsion from the PGA PGM program and/or review by the PGA's Board of Control as a potential Code of Ethics violation.

STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY: Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...” A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

STUDENTS WITH DISABILITIES POLICY: It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

VISITORS IN THE CLASSROOM: Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.