

BUAD 1111-D
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. Customer Relations
2. Tournament Operations

Course Learning Outcomes:

Customer Relations:

1. Discuss the business value of effective customer relations
2. Describe the essential components of the PGA Customer Relations Model
3. Identify and define Moments of Truth
4. Recognize the four Interaction Strategies and how to apply them in a variety of routine and challenging customer situations
5. Identify the seven Interpersonal Skills and how to apply them in a variety of routine and challenging customer situations
6. Initiate the PGA Experience using a systematic greeting and engagement process

Tournament Operations:

1. Analyze the role of tournament business at a golf facility
2. Identify tournament business objectives and the strategies used to achieve them
3. Define a tournament's purpose and develop an event that meets that purpose for the customer
4. Plan, organize, and promote events
5. Organize staff to meet tournament implementation schedules and budget requirements
6. Prepare the course and facility for an event
7. Communicate effectively with players, staff, and officials during an event
8. Describe all critical tasks required for tournament execution
9. Manage rules situations and make rulings during events
10. Review a tournament and suggest improvements for future events

Class Periods: For the semester

January 17	Orientation	
January 24	No Class, PGA Merchandise Show	
January 31	Customer Relations: Lesson 1 – PGA Customer Relations Concepts	pp. 1-16
February 7	Customer Relations: Lesson 2 – Interaction Strategies	pp. 18-26
February 14	Customer Relations: Lesson 3 – Interpersonal Skills	pp. 27-40
February 21	Customer Relations: Lesson 4 – Initiating the PGA Experience Customer Relations Review – Practice Questions	pp. 41-52
February 28	Tournament Operations: Lesson 1 – Developing Tournament Business	pp. 1-16
March 7	Tournament Operations: Lesson 2 – Planning and Preparing the Tournament Event	pp. 17-36
March 14	No Class, Spring Break	
March 21	Tournament Operations: Lesson 2 – Planning and Preparing the Tournament Event	cont.
March 28	No Class	
April 4	Tournament Operations: Lesson 3 – Running the Tournament	pp. 37-55
April 11	Tournament Operations: Lesson 3 – Running the Tournament	cont.
April 18	Tournament Operations: Lesson 4 – Reviewing the Tournament	pp. 56-68
April 25	Tournament Operations Review – Practice Questions	
May 2	Internship Orientation	

Customer Relations Test	Friday, February 23 at 3:00 p.m. in SHB #300
Customer Relations Work Experience Activities	Due while on Internship
Tournament Operations Test	Friday, May 4 at 11:00 a.m. in SHB #300
Tournament Operations Work Experience Activities	Due while on Internship
Introduction to Teaching and Golf Club Alteration Work Experience Activities	Due 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 –

Customer Relations Pre-Seminar and Seminar materials

Tournament Operations Pre-Seminar and Seminar materials

Class Policies

- Class meetings: Wednesday 10:30 – 12:20 p.m. in SHB #139

Grading

Customer Relations Test – 30 points (21 points to pass for PGA requirements)

Tournament Operations Test – 30 points (21 points to pass for PGA requirements)

4 Pop Quizzes - 40 points

Attendance – 100 points

Total 200 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 = 180 points or above

B = 160-179 points

C = 140-159 points

D = 120-139 points

F = 119 points or below

Please note: A score of 21 out of 30 questions (70%) must be achieved on the Customer Relations and Tournament Operations 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.