

BUAD 3169-B
Professional Development Seminar

Goal: To guide students through the completion of the Level 2 materials of the PGA of America's Educational Program and to provide information to help students become successful golf professionals.

Topic to be covered:

1. Golf Operations
2. Turfgrass Management *Review*
3. Merchandising and Inventory Management *Review*

Learning Outcomes:

1. Define a facility's organizational structure, key departments, reporting relationships, and specific position descriptions to foster staff communication and cooperation
2. Align operational policies and procedures with long-term goals and short-term business objectives for all core business areas
3. Implement essential operational tools and technologies
4. Develop marketing and promotion strategies to help achieve business goals and objectives
5. Provide the highest level of service and sales by creating a customer-focused environment
6. Manage play by implementing clear policies, reservation systems, pace-of-play programs, and daily monitoring procedures
7. Identify operations-related course design and maintenance factors that affect play
8. Manage core business areas such as instruction, merchandising, tournaments, the golf car fleet, practice facility, club rental, bag/club storage, and caddie programs
9. Distinguish between the operational requirements of stand-alone practice facilities and learning centers from those connected to regulation golf courses
10. Manage the operations team through organization, consistent communication, training, performance measures, and time management
11. Employ ongoing yield management techniques to enhance the performance of the golf operation in relation to a facility's goals and objectives

DATE	TOPIC	READING ASSIGNMENT
January 22	Orientation	
January 29	Lesson 1: Defining the Golf Operation	pp. 1-17
February 5	Lesson 1: Defining the Golf Operation	pp. 18-50
February 12	No Class, STPGA Annual Meeting	
February 19	Lesson 2: Marketing and Promoting the Golf Operation	pp. 51-75
February 26	Lesson 3: Managing Play	pp. 77-88
March 5	Lesson 3: Managing Play	pp. 89-100
March 12	No Class, Spring Break	

March 19	Lesson 4: Coordination Within and Beyond the Golf Operation	pp. 101-124
March 26	No Class, PAT	
April 2	Lesson 5: Monitoring Operational Performance	pp. 125-139
April 9	Turfgrass Management Work Experience Activities – David Gray, GCSAA	
April 16	Golf Operations Review	
April 23	Merchandise and Inventory Management Work Experience Activities – Raven Nest	
April 30	Merchandising and Inventory Management Review	

<i>PGA/PGM Testing</i>	
Golf Operations Test	Friday, April 20 – 1:00 p.m. SHB #300
Merchandising and Inventory Management Test	Friday, May 4 – 1:00 p.m. SHB #300

<i>Work Experience Activities</i>	
Turfgrass Management	Due –May 1 at 5:00 p.m.
Golf Operations	Due while on Internship
Merchandising and Inventory Management	Due – May 1 at 5:00 p.m.
Intermediate Teaching and Golf Club Alteration	Due while on Internship

Class Policies

- Class meetings: Monday 10:30- 12:20 p.m. SHB #139

Grading

50 Points – Golf Operations Test

50 Points – 5 unannounced pop quizzes at 10 points each

25 points -Work Experience Activities

75 Points – Attendance

200 Total Points

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

0 absences =	75 points
1 absence =	71 points
2 absences =	68 points
3 absences =	60 points
4 absences =	53 points
5 absences =	45 points
6 absences or more =	38 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 35 out of 50 questions (70%) must be achieved on the Golf Operations Test and scores of 21 out of 30 (70%) must be achieved on the Turfgrass Management and Merchandising and Inventory Management Tests to be able to pass the courses for the PGA of America Level 2 requirements. Students who do not pass the tests 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 (20 points) 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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Director, PGA Golf Management and Golf Operations

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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.