

BUAD 3169-D
Professional Development Seminar

Goal: To guide students through the completion of the Level 3 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. Career Enhancement - including The Final Experience
2. Advanced Teaching and Golf Club Fitting

Learning Outcomes:

Career Enhancement

1. Describe the golf industry job market and the knowledge and skills required to succeed
2. Access PGA employment services and resources, including personal financial planning
3. Self-evaluate current skills and qualifications resulting from the education, experience, and participation in the PGA PGM program
4. Describe the process for an initial job search and subsequent advancement as a PGA Professional
5. Utilize the PGA PGM Work Experience Portfolio to display relevant training and experience
6. Develop a professional resume and cover letter
7. Describe and discuss professional education and experience in an employment interview
8. Discuss strategies needed to negotiate a suitable salary and compensation package
9. Describe the major components of an employment agreement or contract
10. Refine team presentation skills in order to illustrate specific experience and expertise in a limited amount of time
11. Participate in the PGA professional development network to foster ongoing personal growth and success

Advance Teaching and Golf Club Fitting

1. Explain the role of mental practice and imagery in the teaching, learning, and playing performance of golf skills
2. Explain the theories and factors that influence the transfer of learning and playing performance of golf skills
3. Explain how learning occurs when students try to make swing changes in a well-learned swing with implications for teaching and playing performance
4. Explain how to teach students to learn an effective mental game to optimize their playing performance
5. Use a variety of techniques to measure the current performance level of beginning to expert golfers
6. Focus and maintain consistent lesson pace to maximize student learning
7. Analyze current teaching and develop effective instructional routines, knowledge, and skills

8. Use a variety of teaching methodologies to meet specific needs of the golfer
9. Conduct a physical evaluation of a golfer and develop a corrective exercise program
10. Demonstrate how to fit clubs to a golfer
11. Conduct an effective club and ball flight performance evaluation and make recommendations to improve performance
12. Explain the rationale for equipment changes, how they will affect the golfer, and the expected results
13. Distinguish between the need to alter the golf club or to provide swing instruction in order to optimize performance

DATE	TOPIC	READING ASSIGNMENT
January 17	Orientation	
January 24	No Class, PGA Merchandise Show	
January 31	Career Enhancement: Lesson 3: Job Offers and Career Advancement Lesson 4: The Final Experience	pp. 31-40 pp. 41-49
February 7	Lesson 1-1: Mental Practice and Motor Imagery Lesson 1-2: Optimizing the Transfer of Golf Skill Learning to Play	pp. 1-18 pp. 19-31
February 14	Lesson 1-3: Learning to Make Swing Changes Lesson 1-4: The Mental Game	pp. 32-43 pp. 44-59
February 21	Lesson 2-1: Assessing Student Learning	pp. 65-74
February 28	Lesson 2-2: Focus and Flow: The Tempo of Teaching	pp. 75-82
March 7	Lesson 2-3: Improving Teaching	pp. 83-94
March 14	No Class, Spring Break	
March 21	Lesson 3-1: Introduction to Short Game and On-Course Teaching Methodologies	pp. 97-133
March 28	No Class	
April 4	Lesson 3-2: Fitness and Performance	pp. 134-150
April 11	Lesson 3-3: Golf Club Fitting	pp. 150-179
April 18	Review and Practice Test – Advanced Teaching + Food and Beverage Management	
April 25	Final Experience Presentations	
May 2	Final Experience Presentations	

<i>PGA/PGM Testing</i>		
Advanced Teaching and Golf Club Fitting	Friday, April 20 at 3:00 p.m. SHB #300	
Food and Beverage Management	Friday, May 4 at 3:00 p.m. SHB #300	

PGA Seminar – Industry Awareness and Advanced Teaching and Club Fitting Seminar

- *Seminar attendance is required - Students not attending will be ineligible for testing until seminar completion*

Friday, February 23 – Sunday, February 25

<i>Work Experience Activities</i>	<i>Due while completing Internship</i>
Advanced Teaching and Golf Club Fitting	
Career Enhancement	
Human Resource Management and Supervising and Delegating	
Food and Beverage Management	
Player Development and Teaching Business	

Class Policies

- Class meetings: Wednesday 8:30 – 10:20 a.m. SHB #139

Grading

60 Points – Advanced Teaching and Club Fitting Test

40 Points – 4 unannounced pop quizzes at 10 points each

100 Points – Final Experience Presentation

100 Points – Attendance

300 Total 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 = 270 points or above

B = 240-269 points

C = 210-239 points

D = 180-209 points

F = 179 points or below

Please note: A score of 42 out of 60 questions (70%) must be achieved on the Advanced Teaching and Club Fitting Test and a score of 28 out of 40 (70%) must be achieved on the Food and Beverage Management Test to be able to pass the courses for the PGA of America Level 3 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) on the PGA Golf Management BUAD 4289 7-month internship class.

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.