



Golf Course Management

Program No: 10-325-1

Associate Degree in Applied Science

Degree Completion Time: Varies

Degree completion time may vary based on student scheduling needs and class availability.

2013-2014

Catalog No.	Class Title	Credit(s)	
Term 1			
10104109	Customer Service Techniques	2.00	
10105124	Portfolio Introduction	1.00	
10109128	Personal Branding	2.00	
10109112	Sanitation for Food Service	1.00	
10325101	Golf Operations Management	3.00	
10801195	Written Communication	3.00	
10804123	Math with Business Applications	3.00	
	Total	15.00	
Term 2			
10325103	Golf Marketing and Merchandising	3.00	
10809195	Economics	3.00	
10109113	Food and Beverage Operations	2.00	
10809122	Intro to American Government OR Prin of Sustainability (10-806-112)	3.00	
10104128	Leadership and Professionalism	3.00	
10801198	Speech OR 10801196 Oral/Interpersonal Communication	3.00	
	Total	17.00	
(Summer)			
10325108	Tournament Operations	1.00	
10325112	Golf Course - Outside Internship	3.00	
10325106	Golf Course - Inside Internship	3.00	
	Total	7.00	
Term 3			
10325114	Techniques for Teaching Golf	2.00	
10109115	Hospitality Law	3.00	
10101158	Hotel/Hospitality Cost Control	2.00	
10325113	Golf Car Fleet Management	2.00	
10809172	Introduction to Diversity Studies or 10-809-196 Intro to Sociology	3.00	
	Total	12.00	
Term 4			
10325120	Portfolio Assessment-Golf Management	1.00	
10101102	Hospitality Accounting	3.00	
10325109	Turf Management and Environment	3.00	
10116105	Recruitment & Retention of Employees	3.00	
10325104	Private Club Management	3.00	
10809198	Intro to Psychology	3.00	
	Total	16.00	
	Program Total	67.00	
Note:	Program start dates vary; check with your counselor for details.		
	Curriculum and program acceptance requirements are subject to change.		
About the Program			Functional Abilities
The associate degree in Golf Course Management prepares individuals for a management career in the golf industry. Course work emphasizes theory and application of skills needed for midmanagement and supervisory level of employment at golf facilities.			Functional abilities are the basic duties that a student must be able to perform with or without reasonable accommodations. At the postsecondary level, students must meet these requirements, and they cannot be modified.
About the Career			Placement Scores
Golf course management professionals may perform a variety of duties in a golf operation including creating and publishing staff work schedules that reflect guest traffic; ordering supplies and equipment for the retail shop; and maintaining a fleet of golf cars. If you enjoy leading people in pursuit of a unified goal, have a passion for the game of golf, and possess enthusiasm for exceptional guest service, then a career in golf course management may be for you.			Accuplacer/ACT scores will be used to develop your educational plan. Please contact your program counselor/advisor at 920-693-1109.
Careers			Divisional Grading Policy
<ul style="list-style-type: none"> • Assistant Golf Course Manager • Clubhouse Manager • Assistant Golf Course Superintendent • General Manager • Assistant Head Pro 			All course work in the Business and Technology Division must be passed with a grade of "C" or better for program graduation.
Admission Steps			
<ul style="list-style-type: none"> • Submit Application and \$30 Processing Fee • Complete an Assessment for Placement (Accuplacer or ACT and Microsoft Skills Check—Word, PowerPoint, Excel) • Submit Official Transcripts (High School and Other Colleges) • Meet with Program Advisor • Complete Functional Ability Statement of Understanding Form 			
Program Outcomes			
You will learn to:			
<ul style="list-style-type: none"> • Manage facilities and staff. • Plan and administer a budget. • Analyze enterprise costs. • Coordinate golf shop operations. • Oversee food and beverage operations. • Utilize computerized records management. • Manage equipment operations. • Marketing of golf opportunities and merchandise. 			
Approximate Costs			
<ul style="list-style-type: none"> • \$132 per credit (resident) • \$198 per credit (out-of-state resident) • Other fees vary by program (books, supplies, materials, tools, uniforms, health-related exams, etc.) 			

Transfer agreements are available with the following institutions:

Bellevue University
Capella University
Concordia University
Excelsior College
Franklin University
Herzing University

Lakeland College
Ottawa University
Silver Lake College
University of Phoenix
Upper Iowa University
UW-Green Bay

UW-Oshkosh
UW-Stout

IMPORTANT: For more information on these agreements, visit gotoltc.edu/transfer.

10101102 Hospitality Accounting

...provides students with an understanding of the basic structure of accounting in the hospitality area and how to interpret and understand financial statements to learn some internal controls. Students will learn some bottom-up cost control and some budgeting. The student will recognize the differences in hotel/hospitality accounting and emphasis is placed on analysis and interpretation as well as recording, classifying, and summarizing processes.

COREQUISITE: Microsoft Excel or equivalent and
PREREQUISITE: 10109158 Hospitality Cost Control

10101158 Hotel/Hospitality Cost Controls

...applies concepts of controlling costs with emphasis on cost-to-sales relationship. Students calculate the costs of goods, selling price and relative percentages, forecast sales, conduct yield analysis and calculate break-even periods.

COREQUISITE: Microsoft Excel or equivalent and
PREREQUISITE: 10804123 Math with Business Applications

10104109 Customer Service Techniques

...assess participants' skills in customer relations, judgment and business development and provides training in connecting with customers, healing customer relationships, and dealing with customer needs.

10104128 Leadership and Professionalism

...prepares the student to accept a leadership role in their chosen occupation and provides opportunities to demonstrate business etiquette and professionalism in a variety of settings.

10105124 Portfolio Introduction

...prepares the student to develop a personal and professional portfolio, to identify self-awareness through various self-assessments and apply these results to the workplace and other environments, to write goal statements and understand their value, to develop an individual history of events and achievements, and to identify significant learning experiences throughout the student's life.

10109112 Sanitation for Food Service

...develops skills to follow sanitation and hygiene provisions in state codes. The NRA certification test is included.

10109113 Food and Beverage Operations

...introduces and applies principles of menu planning, food preparation, laws and sale of alcoholic beverages. Emphasis is on operation of a professional food and beverage facility.

10109115 Hospitality Law

...will apply legal practices in hospitality environments including analysis of the impact of U.S. employment laws, the global economy, vendor/supplier contract negotiations, reacting to legal charges, documenting the hiring/firing process, dealing with harassment issues, privacy issues, and summarizing legal issues facing hospitality/culinary employees.

PREREQUISITE: 10801195 Written Communication and 10109121 Introduction to Hotel/Hospitality Management or 10325101 Golf Operation Management

10109128 Personal Branding

...allows students to examine and apply advanced concepts in hotel and hospitality management. It requires instructor approval to enroll.

COREQUISITE: 10105124 Portfolio Introduction

10116105 Recruitment and Retention of Employees

...applies and skills and tools necessary to hire and retain qualified employees. Legal issues, testing, screening, interviewing, selecting and negotiating techniques will be demonstrated and assessed for each learner.

10325101 Golf Operations Management

...develops an appreciation of the history, development and importance of the rules. They learn how to use the official USGA Rules of Golf to make rules decisions and teach rules and etiquette to others. They will also be introduced to merchandising, tee time management, golf instruction, and managing all aspects of the property.

COREQUISITE: Microsoft Word skills or equivalent

10325103 Golf Marketing and Merchandising

...will teach the criteria for merchandise selection, ordering and receiving merchandise, and pricing. In addition, they will discuss floor plans, merchandise displays and promotional vehicles for staging an event.

COREQUISITE: Microsoft PowerPoint skills or equivalent

10325104 Private Club Management

...will teach students the various ownership structures available to private clubs. They evaluate membership categories, reciprocity agreements, selection and discipline of members. Organizational structures in equity and non-equity clubs are also identified.

PREREQUISITE: 10325108 Tournament Operations

10325106 Golf Course - Inside Internship

...will place students at golf courses throughout the state where they complete their first internship focuses on inside operations. They assist the general manager as assigned with food and beverage management, record keeping, pro shop management, promotion and marketing, and computers.

CONDITION: Verification of eligibility by the instructor

10325108 Tournament Operations

...will teach students the aspects of a golf tournament, starting with planning, organizing the staff and promoting the event. They also learn about running an event and conducting a post-tournament evaluation.

10325109 Turf Management and Environment

...will make students aware of the primary roles and responsibilities of the golf course superintendent and golf course operations, such as aeration, watering, mowing, etc. A working knowledge and understanding of the superintendent's function will enhance communication and coordination, as well as improve ability to explain the necessity of course maintenance to golfing customers.

10325112 Golf Course - Outside Internship

...will place students at golf courses throughout the state where they complete their first internship focused on outside operations. They assist the general manager as assigned with golf car fleet management, tournament operations, and range management.

CONDITION: Verification of eligibility by the instructor

10325113 Golf Car Fleet Management

...will teach students how to develop, organize and implement a profitable golf car rental program, incorporating safe, clean and well-maintained golf cars that add to customers' enjoyment of the game.

10325114 Techniques for Teaching Golf

...will teach students the fundamentals of the golf swing and teaching techniques. They will learn the laws, principles and preferences and be able to identify the relationships between them.

10325120 Portfolio Assessment - Golf

...prepares the student to identify what they have learned throughout the program, write career goals, re-examine their resume, research and collect project samples of their achievements, and analyze their achievements within the college core abilities and program outcomes.

PREREQUISITES: 10105124 Portfolio Introductions and 10105126 Career Assessment or 10109128 Hospitality Career Exploration and **COREQUISITES:** 10325104 Private Club Management and 10101102HA Hospitality Accounting

10801195 Written Communication

...teaches the writing process, which includes prewriting, drafting, revising, and editing. Through a variety of writing assignments, the student will analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Keyboarding skills are required for this course. It also develops critical reading and thinking skills through the analysis of a variety of written documents.

PREREQUISITE: 10831103 Intro to College Wrtg or **CONDITION:** Written Comm Prepared Learner (Accuplacer Wrtg min score of 86 or Equivalent) and **COREQUISITE:** 10838105 Intro Rdg & Study Skills or **CONDITION:** Reading Accuplacer min score of 74 or equivalent

10801198 Speech

...explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of the course.

COREQUISITE: 10838105 Intro Reading and Study Skills or **CONDITION:** Reading accuplcer minimum score of 74 or equivalent

10804123 Math w Business Apps

...covers real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.

PREREQUISITE: Accuplacer Math minimum score of 79 or Equivalent or 10834109 Pre-Algebra and **COREQUISITE:** 10838105 Intro Reading and Study Skills or **CONDITION:** Reading accuplcer minimum score of 74 or equivalent

10809122 Introduction to American Government

...introduces American political processes and institutions. It focuses on rights and responsibilities of citizens and the process of participatory democracy. Learners examine the complexity of the separation of powers and checks and balances. It explores the role of the media, interest groups, political parties and public opinion in the political process. It also explores the role of state and national government in our federal system.

COREQUISITE: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent

10809172 Introduction to Diversity Studies

...is a course that draws from several disciplines to reaffirm the basic American values of justice and equality by teaching a basic vocabulary, a history of immigration and conquest, principles of transcultural communication, legal liability and value of aesthetic production to increase the probability of respectful encounters among people. In addition to an analysis of majority/minority relations in a multicultural context, the topics of ageism, sexism, gender differences, sexual orientation, the disabled and the American Disability Act (ADA) are explored. Ethnic relations are studied in global and comparative perspectives.

COREQUISITE: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent

10809195 Economics

...provides the participant with an overview of how a market-oriented economic system operates, and it surveys the factors which influence national economic policy. Basic concepts and analyses are illustrated by reference to a variety of contemporary problems and public policy issues. Concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment and global economic issues.

COREQUISITE: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent

10809198 Intro to Psychology

...introduces students to a survey of the multiple aspects of human behavior. It involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. It directs the student to an insightful understanding of the complexities of human relationships in personal, social, and vocational settings.

COREQUISITE: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent