

**Program Number 10-325-1**  
**Associate Degree in Applied Science • Varies**

### ABOUT THE PROGRAM

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.

### PROGRAM OUTCOMES

- 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.

### ADMISSIONS STEPS

- Work with Admissions Specialist to:
  - Submit Application and \$30 Fee
  - Complete an Assessment for Placement (Accuplacer or ACT)
  - Submit Official Transcripts (High School and Other Colleges)
- Meet with Program Advisor/Counselor to Discuss Program Details

### APPROXIMATE COSTS

- \$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.) Visit [gotoltc.edu/payingforcollege](http://gotoltc.edu/payingforcollege) for details.

### PLACEMENT SCORES

Accuplacer/ACT scores will be used to develop your educational plan. Contact your program advisor/counselor for details.

### CAREER & EDUCATION ADVANCEMENT OPPORTUNITIES

LTC credits transfer to over 30 universities. For more information visit [gotoltc.edu/transfer](http://gotoltc.edu/transfer).

### CONTACT

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Catalog No.	Class Title	Credit(s)
<b>Term 1</b>		
10104109	Customer Service Techniques	2
10105124	Portfolio Introduction	1
10109128	Hospitality Personal Branding	2
10109112	Sanitation for Food Service	1
10325101	Golf Operations Management	3
10801195	Written Communication OR 10801136 English Composition 1	3
10804123	Math with Business Applications	3
<b>15</b>		
<b>Term 2</b>		
10325103	Golf Marketing and Merchandising	3
10809195	Economics	3
10109113	Food and Beverage Operations	2
10809122	Intro to American Government OR Prin of Sustainability (10-806-112)	3
10104128	Leadership and Professionalism	3
10801198	Speech OR 10801196 Oral/Interpersonal Communication	3
<b>17</b>		
<b>Summer</b>		
10325108	Tournament Operations	1
10325112	Golf Course - Outside Internship	3
10325106	Golf Course - Inside Internship	3
<b>7</b>		
<b>Term 3</b>		
10325114	Techniques for Teaching Golf	2
10109115	Hospitality Law	3
10101158	Hotel/Hospitality Cost Control	2
10325113	Golf Car Fleet Management	2
10809172	Introduction to Diversity Studies OR 10-809-196 Intro to Sociology	3
<b>12</b>		
<b>Term 4</b>		
10325120	Portfolio Assessment-Golf Management	1
10101102	Hospitality Accounting	3
10325109	Turf Management and Environment	3
10116105	Recruitment & Retention of Employees	3
10325104	Private Club Management	3
10809198	Intro to Psychology	3
<b>16</b>		
<b>TOTAL</b>		<b>67</b>

*Curriculum and Program Acceptance requirements are subject to change.  
 Program start dates vary; check with your advisor/counselor for details.*



**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.

**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 equivalent

**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.

**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.

**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, recordkeeping, pro shop management, promotion and marketing, and computers. CONDITION: Verification of eligibility by the instructor

**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

**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

**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

**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: 10101158 Hospitality Cost Control

**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. COREQUISITE: 10109121 Introduction to Hotel/Hospitality Management or 10325101 Golf Operation Management

**HOSPITALITY PERSONAL BRANDING** ...focuses on the importance of developing a strong brand identity for yourself as a professional. As a prospective employee, you are constantly selling yourself from how you talk, walk, dress, your facial expressions, and your body language; people are always forming impressions of you. In this course, you will develop a professional resume, cover letter, practice interview skills, and learn the role of social media in career development. COREQUISITE: 10105124 Portfolio Introduction

**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

**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 equivalent

**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.

**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 equivalent

**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.

**MATH WITH 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: 10834109 Pre-Algebra or equivalent and COREQUISITE: 10838105 Intro Reading and Study Skills or equivalent

**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 10109128 Hospitality Personal Branding and COREQUISITES: 10325104 Private Club Management and 10101102HA Hospitality Accounting

**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.

**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: 10325101 Golf Operations Management

**RECRUITMENT & 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.

**SANITATION FOR FOOD SERVICE** ...develops skills to follow sanitation and hygiene provisions in state codes. The NRA certification test is included.

**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 equivalent

**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.

**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.

**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.

**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 equivalent and COREQUISITE: 10838105 Intro Rdg & Study Skills or equivalent