

## Program Number 31-325-1 Technical Diploma • Two Terms

### ABOUT THE PROGRAM

The Golf Operations Technical Diploma prepares students with the skills needed to perform a wide range of entry-level positions in the golf industry. Golf Operations graduates will be able to work in areas as diverse as general golf course operations, tournament operations, golf retail and food services, and turf management.

### PROGRAM OUTCOMES

- Coordinate golf shop operations.
- Oversee food and beverage operations.
- Utilize computerized records management.
- Manage equipment operations.

### 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 AND EDUCATION ADVANCEMENT OPPORTUNITIES

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

### RELATED PROGRAMS

- Golf Course Management Associate Degree

### CONTACT

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Catalog No.	Class Title	Credit(s)
<b>Term 1</b>		
10104109	Customer Service Techniques	2
10105124	Portfolio Introduction	1
10325101	Golf Operations Management	3
10325114	Techniques for Teaching Golf	2
10109115	Hospitality Law	3
10325113	Golf Car Fleet Management	2
10801198	Speech OR 10801196 Oral/Interpersonal Communication	3
		<b>16</b>
<b>Term 2</b>		
10325103	Golf Marketing and Merchandising	3
10325108	Tournament Operations	1
10325106	Golf Course - Inside Internship	3
10325104	Private Club Management	3
10109113	Food and Beverage Operations	2
10325109	Turf Management and Environment	3
10325120	Portfolio Assessment-Golf Management	1
		<b>16</b>
		<b>Total 32</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.

**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 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 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

**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

**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 and **CONDITION:** 313251 Golf Operations program requirements met

**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

**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.