



**University of Nevada, Las Vegas**  
**William F. Harrah College of Hotel Administration**  
**PGA Golf Management University Program**

**Course Name**

PGM 110 (Introduction to Golf Operations)  
3 credits

Office hours: Wednesday, 1:00pm-3:00pm; Thursday, 1:00pm-3:00pm

**Course Description**

Provides PGM students with knowledge, theory, and application of fundamental concepts in golf management specific to: the introduction to PGA PGM programs; PGA history and constitution; the rules of golf; and tournament operations. Students will complete PGA qualifying and level 1 testing specific to these concepts.

Students must successfully complete the PGA Qualifying Exam in order to progress in the course and continue with the PGA level 1 curriculum. If a student is unsuccessful in their first attempt at the PGA Qualifying level exam, they are permitted one retake during the retake week provided within the course outline. If a student is unsuccessful on the retake they are strongly encouraged to drop the course to prevent receiving a failing grade in the course. If the student wishes to stay in the PGM program PGM 110 will need to be retaken the following semester.

**Learning Outcomes**

**Introduction to the PGA Professional Golf Management Program:**

This segment describes the career opportunities, challenges, and benefits of a career as a PGA Professional; in addition, it presents the structure of the PGA PGM Program and related program completion requirements.

After completing this segment, students will be able to:

- Investigate the career opportunities, challenges, and potential benefits of PGA membership
- Distinguish between the two pathways to PGA membership
- Describe the structure and requirements of the PGA PGM Program, and how to maintain acceptable progress
- Recognize the content covered in each level of the PGA PGM Program
- Describe how progress is measured at each level of the PGA PGM Program
- Estimate the number of hours it will take to complete the PGA PGM Program and understand strategies for managing time and progress
- Access resources to facilitate progress through the PGA PGM Program

**PGA History and Constitution:**

This segment introduces *The PGA Constitution, Bylaws, and Regulations*, an important document in the life of a PGA member. Topics covered in the segment include the evolution of The PGA during the past century; The PGA's organizational structure; the rights, responsibilities, and classifications of PGA membership; requirements for professional development; and procedures for dealing with membership issues, such as violations of the PGA Code of Ethics.

After completing the course, students will be able to:

- Discuss how The PGA of America began and evolved and be familiar with key milestones in PGA history
- State the mission of The PGA of America and the structure of *The PGA Constitution, Bylaws and Regulations*
- Describe how The PGA of America is organized, including its Officers, Board of Directors, Sections, and Districts
- Describe the role of Sections and Districts, the PGA officers and Board of Directors, The Chief Executive Officer and headquarters staff
- Recognize the requirements for PGA Recognized Golf Facilities and employment definitions
- Describe the importance of The PGA of America's dedication to professionalism and ethical practices, what constitutes a Code of Ethics violation, and the procedures for processing Code of Ethics violations
- Identify eligibility requirements for apprentices and members, the rights of membership, the different membership classifications, how to maintain active status, and the process for appealing to the Board of Control on membership issues

### The Rules of Golf:

This segment presents the structure and relevance of *The Rules of Golf*, published by the USGA and used throughout the industry. This segment also highlights several common Rules and offers a procedure and helpful tips on how to address on-course Rules questions as a PGA Professional. Finally, the history, evolution, and importance of *The Rules of Golf* are featured, among other methods, as a way to promote respect and adherence to the Rules.

After completing the course, students will be able to:

- Describe the organization of *The Rules of Golf*
- Apply proper etiquette to the game of golf
- Identify ways to promote the Rules and etiquette to the golfing public
- Define key terms used in *The Rules of Golf*
- Locate and apply Rules for frequently encountered situations
- Describe the history and development of the Rules
- Explain how the Rules are maintained and changed

### Tournament Operations

This segment covers the skills and knowledge required to successfully plan and run golf tournaments at the facility level. This segment covers all aspects of a golf tournament—planning, organizing, running, and reviewing an event. It also includes Rules-related topics such as forming a Committee, marking the course, and facilitating rulings.

After completing the course, students will be able to:

- Analyze the role of tournament business at a golf facility
- Identify tournament business objectives and the strategies used to achieve them
- Define a tournament’s purpose and develop an event that meets that purpose for the customer
- Plan, organize, and promote events
- Organize staff to meet tournament implementation schedules and budget requirements
- Prepare the course and facility for an event
- Prepare for and communicate with players, staff, and officials during an event
- Describe all critical tasks required for tournament execution
- Manage Rules situations and make rulings during events
- Review a tournament and suggest improvements for future events

**Required Text:**

PGA PGM manuals located on the PGA of America Knowledge Center are to be printed and bound for use in class lectures. It is your responsibility to produce these bound copies.

1. Introduction to PGA PGM Program
2. PGA History and Constitution
3. The Rules of Golf
4. Tournament Operations

Other required readings:

1. PGA Constitution, Regulations and Bylaws
2. The USGA Rules of Golf

**Grading Rubric:**

1. Class participation.....	10%
2. Industry service.....	10%
3. PGM student association meeting requirement.....	10%
4. Unannounced quizzes.....	15%
5. Announced quizzes.....	40%
6. Work experience activities.....	15%
Total.....	100%

**Grading Scale:**

A =	100.00 – 92.50
A- =	92.49 – 89.50
B+ =	89.49 – 86.50
B =	86.49 – 82.50
B- =	82.49 – 79.50
C+ =	79.49 – 76.50
C =	76.49 – 72.50
C- =	72.49 – 69.50

D+=	69.49 – 66.50
D =	66.49 – 62.50
D- =	62.49 – 59.50
F =	59.49 & below

Class participation: involvement in class discussion is strongly encouraged. Prepared questions for upcoming lectures and guest speakers are requested of all students. Attendance is required, one unexcused absence is permitted. During class you will not be permitted to wear a hat or use your cell phone. Laptop or tablet computers are permitted upon approval of the instructor.

Industry service: Each student will be required to participate in 10 hours of industry service. A list of approved industry service opportunities are provided throughout the semester. A five (5) point extra credit assignment is available as part of the industry service requirement. Those interested in participating in the extra credit assignment are to follow these guidelines set by the instructor:

- The assignment has five parts: 1) introduction; 2) research on the industry/facility you served; 3) your impact to the industry/facility through your service; 4) the strengths, weaknesses, opportunities, and threats for the industry/facility you served; and 5) conclusion
- The minimum length of this assignment is 5 pages, double spaced, no more than 1 inch margins, and no more than 12 font size. Title or cover pages do not count toward the 5 page minimum.

PGM student association meetings: As part of your class requirement, you are to attend monthly PGM student association meetings. Attire for each meeting is coat and tie, similar professional dress for women. For meetings that involve a guest speaker you are requested to prepare two questions on the presentation topic.

Quizzes: At the conclusion of each segment quizzes will be given to test your knowledge of the subject matter. Quiz material will be taken from both lecture and text. Unannounced quizzes will be given throughout the semester based on your assigned readings.

Work Experience Activities: Work experience activities are required for level 1, 2, and 3 of the PGA PGM Curriculum. Before a student is able to progress to the next level of PGA PGM curriculum, PGA exams, seminars, and work experience activities are to be completed. The work experience activities required for this class pertain to Tournament Operations within the level 1 curriculum.

Qualifying Level: There are no work experience requires of this level

Tournament Operations:

<b>Activity 1: Develop a Tournament Business Plan.....</b>	<b>completed in PGM 110</b>
Activity 2: Plan and Prepare for a Tournament Event.....	completed on PGM 162

Activity 3: Run the Tournament..... completed on PGM 162  
 Activity 4: Review and Evaluate the Tournament ..... completed on PGM 162

**Course Outline:** (subject to change by instructor approval only)

<u>Date</u>	<u>Topic</u>	<u>Speaker</u>
<u>Week 1</u>	<u>Introduction to PGA/ PGM Program</u> Introduction to UNLV PGM program Orientation to golf course access Orientation to Internship program Lecture: Introduction to PGA/PGM Program	Christopher Cain
<u>Week 2</u>	<u>Lecture: Introduction to PGA/PGM Program</u> <b>Reading Assignment:</b> Introduction to PGA/PGM Program	Christopher Cain
<u>Week 3</u>	<b>Quiz - Introduction to PGA/PGM Program</b> Lecture: PGA History and Constitution <b>Reading Assignment:</b> PGA History and Constitution	Christopher Cain
<u>Week 4</u>	<u>PGA History and Constitution</u> Lecture: PGA History and Constitution	Christopher Cain
<u>Week 5</u>	<b>Quiz- PGA History and Constitution</b> Lecture: The Rules of Golf <b>Reading Assignment:</b> The Rules of Golf	Christopher Cain
<u>Week 6</u>	<u>The Rules of Golf</u> Lecture: The Rules of Golf	Christopher Cain
<u>Week 7</u>	<b>Quiz- The Rules of Golf</b> Review for Qualifying Exam	Christopher Cain
<u>Week 8</u>	<u>Qualifying Exam (external)/retakes and study sessions</u>	Christopher Cain
<u>Week 9</u>	<u>Level 1</u> Lecture: Tournament Operations <b>Reading Assignment:</b> Tournament Operations	Christopher Cain
<u>Week 10</u>	<u>Level 1</u> Lecture: Tournament Operations	Christopher Cain
<u>Week 11</u>	<b>Quiz- Tournament Operations</b>	Christopher Cain
<u>Week 12</u>	<u>Tournament Operations Work Experience Activity 1</u> <b>due at end of week</b>	Christopher Cain
<u>Week 13</u>	<u>Review for Level 1 Tournament external exam</u>	Christopher Cain

<u>Week 14</u>	<u>Level 1 Exams (external)/retakes and study sessions</u>	Christopher Cain
<u>Week 15</u>	<u>Retakes and study sessions</u>	Christopher Cain

*Note: There is no final exam scheduled for this course.*

### **Academic Advising:**

Academic advising is available through the PGM program.

### **Bob Boughner Career Services Center**

Need help with your resume? Would you like to jump-start your job search process? The dedicated staff at the Bob Boughner Career Services Center is here to guide you with any career-related issues. Stop by the Center located on the first floor of Beam Hall (BEH 126) to receive hospitality-specific career counseling and information on upcoming recruitment events.

### **UNLV POLICIES AND RESOURCES**

**Academic Misconduct** – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at:

<https://www.unlv.edu/studentconduct/student-conduct>.

**Copyright** – The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at:

<http://www.unlv.edu/provost/copyright>.

**Disability Resource Center (DRC)** – The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the

course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

**Religious Holidays Policy** – Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes, **January 29, 2016**, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

**Incomplete Grades** - The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the grade.

**Tutoring** – The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at: <http://academicsuccess.unlv.edu/tutoring/>.

**UNLV Writing Center** – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>

**Library Resources** – Students may consult with a librarian on research needs. For this class, the subject librarian is Lateka Grays (<http://guides.library.unlv.edu/hospitality>). UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

**Rebelmail** – By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always [@unlv.nevada.edu](mailto:@unlv.nevada.edu). Emailing within WebCampus is acceptable.

**Final Examinations** – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at:

<http://www.unlv.edu/registrar/calendars>.

**University Property and Security:** If caught misappropriating State property, the student will be dropped from the College. The University may also wish to press formal charges. If you purchase items used in operation, you will be reimbursed for this purchase (if you have a proper receipt). Once you have been reimbursed, those items purchased become property of the University of Nevada, Las Vegas. No reimbursement will be made without proper receipt of purchase and strict adherence to UNLV policy.

*Students should not bring valuables, personal items unrelated to course activities, or book bags into the building.* The University of Nevada, Las Vegas staff and/or faculty will not be held responsible for the loss of personal items or valuables.

All books, papers, notebooks, and class-related items should be kept secured during the class. If you have valuables that must be locked please let your instructors know so that you can place your items in a secured office during class hours.

**Alcohol and Drug Use:** Students who consume any type of alcoholic beverages, use illegal drugs during class time, or attend class intoxicated will be immediately dropped from the course and sent to the university disciplinary board with recommendation for expulsion. Please do not come to class under the influence.

**Insurance:** The University of Nevada System does NOT carry insurance for students working in laboratories. This includes the Hotel College kitchens, dining rooms, and lounge/bar. Each student will have to provide his/her own coverage. If you are not covered by a family policy, you should purchase student insurance from the University. Information is available from the registrar's office. Although our safety record has been good, there is always a chance that an injury could occur that results in a trip to the hospital. Should an incident such as this occur, the University will not pay for the expenses incurred; it will be the responsibility of the student.