



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

Course Name

PGM 401 (PGA PGM Level 3 continued)
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: food and beverage control, player development programs, the teaching business, advanced teaching, and golf club fitting. Prerequisite: PGM 302.

Learning Outcomes

Food and Beverage Control

This segment develops the knowledge and skills a PGA Professional needs to manage a successful food and beverage operation. The segment covers critical elements of food costing, purchasing, inventory control, menu planning, and staffing, as well as coordinating food and beverage services with other golf facility operations. A major objective is to show how a food and beverage service contributes to the overall success of a facility.

After completing this course, students will be able to:

- Discuss the features and benefits of a successful food and beverage operation
- Describe the major types and levels of service provided by different food and beverage operations
- Identify and explain the food and beverage services that are appropriate for a specific facility
- Describe the stages of menu development and costing
- Describe the process of staffing a food and beverage operation
- Describe the procedures used to purchase, receive, and store food and beverage supplies
- Explain critical legal issues affecting food and beverage operations
- Describe procedures used to ensure customer satisfaction and the relationship to overall customer relations at a facility
- Articulate similarities between management and control of inventory in the food and beverage operation and the golf shop such as purchasing, pricing, and promotions
- Explain similarities in supervising golf operations staff and food and beverage staff

- Identify and explain areas where food services and golf operations should coordinate efforts

Player Development Programs and Teaching Business

This business and marketing segment views teaching and player-development programs as part of an overall strategy for increasing facility business and growing the game of golf. The segment includes strategies and tactics for meeting the needs of numerous golfer populations and facility business goals by developing a program of instructional services.

After completing this course, students will be able to:

- State how player development programs benefit a facility and the golf professional
- Link player development programs to the facility’s business goals and objectives
- Develop a specific business plan for teaching and player development programs
- Devise a comprehensive program of instructional services to promote practice and ongoing improvement
- Identify the distinctive needs, interests, and concerns of several golfing populations and match specific develop programs to these populations
- Describe how to develop, market, promote, implement, and evaluate a variety of player development programs
- Market and promote player development and instructional services using a variety of methods
- Access the Play Golf America and PGA Best Practices for program development information and management resources
- Provide ongoing training and educational opportunities for instructional staff

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. Food and Beverage Control
2. Player Development Programs and Teaching Business
3. Advanced Teaching and Golf Club Fitting

Other required text:

1. PGA Teaching Manual
2. Golf Club Design, Fitting, Alteration, and Club Repair
3. Principles of Food, Beverage, and Labor Cost Controls

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 Food and Beverage Control, Player Development and Teaching Business, and Advanced Teaching and Golf Club Fitting within the level 3 curriculum.

Food and Beverage Control:

Activity 1: Benefits of the Food and Beverage Operation..... completed in FAB 467

Activity 2: Coordination of Food and Beverage Operations with the Golf Operation..... completed in PGM 401

Activity 3: Customer Service and the Food and Beverage Operation..... completed in FAB 467

Activity 4: Estimating Food Costs..... completed in FAB 467

Activity 5: Developing a Labor Pro Forma..... completed in FAB 467

Activity 6: Receiving and Storage..... completed in FAB 467

Player Development and Teaching Business:

Activity 1: Design and Implement a Player Development Program..... completed in PGM 462

Advanced Teaching and Golf Club Fitting:

Activity 1: Plan and Conduct a Five Lesson Series with an Advanced Golfer..... completed in PGM 462

Activity 2: Conduct a Fitness Evaluation and Recommend Fitness Training..... completed in PGM 462

Activity 3: Conduct a Club Fitting..... completed in PGM 462

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

Date	Topic	Speaker
Week 1	Internship site discussions and exist interviews	
	Christopher Cain	

Introduction to Food and Beverage Control
Features and benefits of a successful food and beverage operation

<u>Week 2</u>	<u>Food and Beverage Control</u>	<u>Christopher Cain</u>
	Levels of service provided by different food and beverage operations Menu development and costing Staffing a food and beverage operation Purchasing procedures	
<u>Week 3</u>	<u>Food and Beverage Control</u>	<u>Christopher Cain</u>
	Legal issues affecting food and beverage operations Procedures to enhance customer satisfaction *Site visit and completion of Activity 2	
<u>Week 4</u>	<u>Food and Beverage Control</u>	<u>Christopher Cain</u>
	*Food and Beverage Quiz and external exam/retakes	
<u>Week 5</u>	<u>Player Development Programs and Teaching Business</u>	<u>Christopher Cain</u>
	Benefits of player development programs to the facility Creating a link to the facility's business goals and objectives Business plan development	
<u>Week 6</u>	<u>Player Development Programs and Teaching Busin</u>	<u>Christopher Cain</u>
	Marketing your player development program Providing ongoing training and educational opportunities for instructional staff Types of instructional services Assessing your population needs	
<u>Week 7</u>	<u>Player Development Programs and Teaching Business</u>	<u>Christopher Cain</u>
	*Quiz and external exam/retakes	
<u>Week 8</u>	<u>Advanced Teaching and Golf Club Fitting</u>	<u>Christopher Cain</u>
	How to approach major swing changes Importance of mental practice	
<u>Week 9</u>	<u>Advanced Teaching and Golf Club Fitting</u>	<u>Christopher Cain</u>
	Transfer of learning theories Measuring golfer performance	
<u>Week 10</u>	<u>Advanced Teaching and Golf Club Fitting</u>	<u>Christopher Cain</u>
	Lesson plan development Course management and on-course techniques to maximize performance	
<u>Week 11</u>	<u>Advanced Teaching and Golf Club Fitting</u>	<u>Christopher Cain</u>
	Teaching methodologies Physical evaluations and implications for exercise programs	
<u>Week 12</u>	<u>Advanced Teaching and Golf Club Fitting</u>	<u>Christopher Cain</u>
	Ball flight performance evaluations	
<u>Week 13</u>	<u>Advanced Teaching and Golf Club Fitting</u>	<u>Christopher Cain</u>
	Golf club fitting	

Rationales for equipment change

Week 14 Advanced Teaching and Golf Club Fitting Christopher Cain
Quiz and course summary

Week 15 Advanced Teaching and Golf Club Fitting PGA Faculty
PGA Level 3 Seminars
External exam/retakes

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.