

GOLF FACILITIES OPERATION MANAGEMENT

Program Outline

Major:	GLFO
Length:	2 Years
Delivery:	4 Semesters, plus 1 work term
Credential:	Ontario College Diploma, Co-op
Effective:	2017-2018
Location:	Barrie
Start:	Fall (Barrie)

Description

This program is designed to prepare students for exciting employment opportunities in the golf sector of the hospitality industry. Theoretical concepts taught in the classroom are blended with practical learning opportunities gained through exposure to various golf facilities in North America. Students are exposed to all aspects of golf operations from turf care and maintenance to the operation of retail outlets and golf event planning. Students also gain professional and entrepreneurial skills for industry and self-employment, as well as real life experience through participation in a work term and extensive field trips to golf courses in Canada and the U.S.

Career Opportunities

Graduates of this program are prepared for a competitive employment environment and are equipped with the necessary competencies to achieve employment in a variety of positions. Positions may include but are not limited to Pro Shop Manager, Tournament Director, and Golf Equipment Tech Representative.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- identify the inherent risks associated with operating a healthy and safe golf and recreational club environment;
- apply contemporary business administration skills to the management of golf and recreational club facilities;
- contribute to the effective coordination of golf and recreational club operations;
- apply the principles of marketing, sales and merchandising as it relates to various business operations with club facilities;
- contribute to the implementation of ongoing strategies for optimal customer service and relations;
- apply the fundamental principles and techniques necessary for maintenance and sustainability of golf and recreational club facilities;
- research and plan strategically for the effective operation of golf and recreational club facilities;
- contribute to strategies for effectively managing the performance and development of staff and volunteers;
- develop entrepreneurial strategies for the operation and management of golf and club facilities;
- provide effective food and beverage service delivery and management, including customer service and coordination of special events;
- adapt to various and changing technologies, systems and applications for the golf and club management industry;
- support the maintenance, care regime needed in order to manage the turf and garden areas of the golf and/or recreational club facility in an environmentally sustainable fashion;
- develop game improvement strategies and rules of golf knowledge.

Practical Experience:

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with work experience related to their programs of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills, and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order for students to proceed successfully to their first co-op work experiences. To ensure students are eligible to proceed onto any co-op work experience, students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website: www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Training, Colleges and Universities.

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Work Term	Sem 3	Sem 4

Fall 2017	Winter 2018	Summer 2018	Fall 2018	Winter 2019

Articulation:

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at

<http://www.georgiancollege.ca/admissions/credit-transfer/>

Admission Requirements:

OSSD or equivalent with

- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/policies-procedures/

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:

www.georgiancollege.ca/admissions/credit-transfer/

Graduation Requirements:

- 19 Mandatory Courses
- 2 Communications Courses
- 3 General Education Courses
- 1 Co-op Work Terms

Graduation Eligibility:

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Mandatory Courses

- ACCT1013 Accounting Fundamentals
- BUSI2005 Customer Service
- COMP1100 Computer Essentials for Golf Industry
- ENTR2009 Entrepreneurship and Small Business
- FNCE2013 Financial Management for Hospitality and Tourism
- GOLF1000 Introduction to Golf, History and Rules
- GOLF1001 Golf Equipment, Storage and Repair
- GOLF1002 Golf Skills Improvement
- GOLF1003 Industry Relationships
- GOLF2000 Turf, Renovation and Construction
- GOLF2001 Fundamentals of the Golf Swing
- GOLF2002 Golf Operations, Policies and Procedures
- GOLF2003 Introduction to Golf Facilities
- GOLF2004 Issues and Trends in Golf Operations
- GOLF3000 Corporate Golf Event Planning
- MGMT2001 Principles of Management
- MKTG1000 Introduction to Marketing
- TOUR1007 Hospitality Industry Certifications
- TOUR1008 Introduction to Hospitality Services

Communications Courses

To be selected at time of registration from the College list, as determined by testing.

General Education Courses

To be selected from College list

Co-op Work Terms

COOP1048 Golf Facilities Operation Management Work Term

Course Descriptions:

ACCT1013 Accounting Fundamentals 42.0 Hours

This introductory course is based on the need for non-financial personnel to understand basic accounting techniques, financial statements used in a business and accounting for service operations necessary to operate a successful business.

BUSI2005 Customer Service 42.0 Hours

Building an awareness of the critical need for a high level of Customer Service in any organization is necessary for success in the new millenium. Differentiated Customer Service can be the basis for building a sustainable competitive advantage. The course will deal with company philosophy, implementation strategies and customer contact.

COMP1100 Computer Essentials for Golf Industry 42.0 Hours

Students learn to complete tasks utilizing common computer applications for word processing, creating spreadsheets, database management, and presentation software. Applications include a variety of golf management operations, such as managing memberships, tournaments, reservations, financial accounting, retail management, and handicapping.

COOP1048 Golf Facilities Operation Management Work Term 560.0 Hours

Co-op provides students with valuable work experience, industry specific knowledge, and an opportunity to explore a variety of golf career options. Opportunities can include back shop, pro shop, organizing tournaments, junior camps and teaching. The one hour fall session, co-op class (CPHR 0001) supports the co-op process and students are strongly encouraged to attend and participate.

ENTR2009 Entrepreneurship and Small Business 42.0 Hours

This course deals with establishing and operating a small business. Emphasis is placed on using business techniques, acquired in previous courses, to assist in developing a comprehensive understanding of the skills and abilities needed to succeed.

FNCE2013 Financial Management for Hospitality and Tourism 42.0 Hours

This course emphasizes the use of accounting information to facilitate effective management decisions. This course will assist students in the interpretation and consolidation of hospitality industry financial results, forecasting of financial requirements and the measurement of management performance. The concept of budgeting, working capital investment decisions, cash management and ratio analysis will be introduced.

P- ACCT1013 Accounting Fundamentals

GOLF1000 Introduction to Golf, History and Rules 42.0 Hours

Students examine the origins of golf and the rules and etiquette that support the culture of the game and the industry. Students also receive an introduction to the components which make up the golf industry.

GOLF1001 Golf Equipment, Storage and Repair 42.0 Hours

Students are provided with the information and skills necessary to successfully organize and administer a golf tournament. Students also gain the skills and knowledge necessary to store, service and maintain golf clubs, bags, and power carts and perform basic repairs to golf clubs. The operational aspects of the driving range and its contribution to a successful back shop is discussed.

GOLF1002 Golf Skills Improvement 42.0 Hours

Students are provided basic human anatomical and physiological theory necessary for understanding the structure and function of the body as it relates to the golf swing and its desired results. Students assess personal golf skills given accepted measurement criteria and establish realistic goals for improvement. Regardless of the students' playing abilities upon entry to the program, there is a goal of long term game improvement as students are provided with substantial direction and tools for their own benchmarking and analysis.

GOLF1003 Industry Relationships 42.0 Hours

Students are introduced to a number of industry specialists who present on the themes of employability skills and the importance of a professional network. Students are also exposed to public relations and media techniques key to the development of their presentation and employability skills for the golf industry.

GOLF2000 Turf, Renovation and Construction 42.0 Hours

In this introductory course students gain the skills and knowledge necessary to develop a master plan for turf grass management which includes the organization of maintenance projects, identifying required knowledge pertaining to irrigation, turf maintenance, equipment maintenance and environmental safety.

GOLF2001 Fundamentals of the Golf Swing 42.0 Hours

Students are introduced to the biomechanics of the golf swing including the physical laws affecting ball flight, as well as club and ball fitting theories. Students examine a variety of golf swings and discuss the psychological and physical aspects that comprise an effective golf swing. Students also evaluate classic training aids and their use, including video feedback.

GOLF2002 Golf Operations, Policies and Procedures 42.0 Hours

Students prepare a policies and procedures manual specific to the golf shop, and evaluate the contribution that the Golf Shop makes to the overall financial target of a

golf facility. Effective and efficient staff scheduling, tee times, lessons, tournaments, leagues and merchandising are discussed.

GOLF2003 Introduction to Golf Facilities 84.0 Hours

Students examine a variety of golf retail and operational programs and are exposed to various golf facilities, management structures and customer service levels. Additionally, students explore the trend towards consolidation of golf properties in Canada.

GOLF2004 Issues and Trends in Golf Operations 42.0 Hours

Students examine current issues and trends impacting the golf industry. Topics include but are not limited to social, legislative, environmental, governmental, demographic, economic and technological issues that impact the golf business in Canada and globally.

GOLF3000 Corporate Golf Event Planning 42.0 Hours

Students plan and implement corporate golf/special events. Students learn how to organize and co-ordinate each phase of golf event planning and how to liaise with each department in the organization. Students also consider the important financial contribution that successful corporate/special events make to an organization's overall fiscal health.

MGMT2001 Principles of Management 42.0 Hours

This course provides you with an introduction to the various philosophies, roles and functions of management. In addition, it will cover on going changes in business that have a direct effect on the role of management.

MKTG1000 Introduction to Marketing 42.0 Hours

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

TOUR1007 Hospitality Industry Certifications 42.0 Hours

In this course, students participate and acquire certification in Workplace Hazardous Material Information System (WHMIS) training, Standard First Aid and Basic Rescuer (CPR) training, Smart Serve training, Coaching theory along with up to one other certificate opportunity specific to the student's industry focus.

TOUR1008 Introduction to Hospitality Services 42.0 Hours

This course develops essential knowledge and skills in core food and beverage services common to hospitality, tourism, and recreation operations. Students have the opportunity to gain specific practical experience required to work in this industry. Guest

service procedures, and effective customer service skills and attitudes will be developed and practiced to meet the high level of service quality desired in this niche area of food and beverage service.

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.