

# GOLF FACILITIES OPERATION MANAGEMENT

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## Program Outline

<b>Major:</b>	GLFO
<b>Length:</b>	2 Years
<b>Delivery:</b>	4 Semesters, plus 1 work term
<b>Credential:</b>	Ontario College Diploma, Co-op
<b>Effective:</b>	2014-2015
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie)

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### Description

This four semester program is designed to prepare graduates for employment in the Golf sector of the Hospitality industry. The Golf Facilities Operation Management program blends theoretical concepts taught in the classroom with practical learning opportunities gained through exposure to various golf facilities in North America. The first year of the program is a general introduction to the elements necessary to work within this highly competitive sector. Topics include Introduction to Golf, History and Rules, Golf Skills Improvement, Golf Equipment, Storage and Repair and Hospitality Industry Certifications. Industry specific courses in the second year including Golf Operations, Policies and Procedures, Introduction to Golf Facilities and Issues and Trends in Golf Operations prepare students for the positions they will fulfill when they enter the industry.

### Career Opportunities

Georgian's Golf Facilities Operation Management Diploma takes into account the current industry trends and educational programs offered throughout Canada by introducing a program which prepares students for a competitive employment environment. The program will equip graduates with the necessary competencies to achieve employment in positions including but not limited to a Pro Shop Manager, Tournament Director or Golf Equipment Tech Representative.

## **Program Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- select and apply appropriate and relevant practices necessary for the day-to-day maintenance of a golf operation;
- enhance relationships with facility stakeholders through the implementation of effective customer service strategies;
- identify and utilize principles of supervision necessary to assist with the effective execution of pro-shop operations and the organization of special events;
- contribute to the effective and efficient management of other golf operations including food and beverage operations by identifying and applying requisite skills;
- assess the impact of provincial, national, and/or global trends and events on golfing and recreation, in order to effectively contribute to the overall operational effectiveness and efficiency of the facility.

## **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 program 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 to proceed successfully to their first co-op work experience. 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.georgianc.on.ca/careers/for-students/](http://www.georgianc.on.ca/careers/for-students/)

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

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Fall 2014		Winter 2015		Summer 2015		Fall 2015		Winter 2016
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### **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.georgianc.on.ca/academics/articulations/>

### **Admission Requirements:**

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- OSS curriculum: OSSD or equivalent, with Grade 12 English (C) or (U) (ENG4C, ENG4U)

Non-Secondary school applicants (19 years or older):

- Any credit Communication course taken at Georgian College
- College preparatory programs including those taken at Georgian College: Hospitality Skills and General Arts and Science\*
- Equivalent courses in English taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications
- Mature student testing in English that meets the minimum standards for admission (available through most testing services)\*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses from accredited colleges/universities

Home school applicants:

- Applicants can write the mature student testing in English that meets the minimum standards for admission (available through testing services)\*

\* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Mature applicants must meet all program specific prerequisites including all

selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In addition, those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

**Credit transfer and course exemptions:**

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: [georgiancollege.ca/admissions/credit-transfer/](http://georgiancollege.ca/admissions/credit-transfer/)

**Graduation Requirements:**

- 18 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.

**Mandatory Courses**

- ACCT1013 Accounting Fundamentals
- COMP1014 Computer Applications
- COMP2029 Advanced Computer Gold Applications
- GOLF1000 Introduction to Golf, History and Rules
- GOLF1001 Golf Equipment, Storage and Repair
- GOLF1002 Golf Skills Improvement
- GOLF1003 Industry Relationships
- GOLF2000 Turf, Renovation, Construction
- GOLF2001 Fundamentals of 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  
MKTG1000 Introduction to Marketing  
TOUR1004 Professional Customer Service  
TOUR1007 Hospitality Industry Certifications  
TOUR1008 Introduction to Hospitality Services  
TOUR2001 Supervision in the Hospitality and Tourism Industry

#### 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

COOP1009 Golf Work Term 1

#### **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.

COMP1014 Computer Applications 42.0 Hours

This course builds on previous Internet and word processing skills. Students will be introduced to spreadsheet software and an overview of golf course software. Students will use current software to produce a variety of documents relevant to their academic or personal needs.

COMP2029 Advanced Computer Gold Applications 42.0 Hours

It is strongly recommended that the student has previously taken Computer Applications In The Golf Industry. Students will be introduced to advanced Internet functions, power point presentations, database management systems and golf course software. Students will produce a variety of documents relevant to their academic needs for the golf course industry.

COOP1009 Golf Work Term 1 750.0 Hours

Co-op provides our students with valuable work experience which allows them to gain industry specific knowledge and explore a variety of golf career options while enrolled

at Georgian. Some areas students will work in include, back shop, pro shop, organizing tournaments, junior camps and teaching. Co-op placements are paid and usually start in early April and continue until the Thanksgiving weekend. The one hour fall session, co-op class (CPHR 0001) supports the co-op process and students are strongly encouraged to attend and participate.

#### GOLF1000 Introduction to Golf, History and Rules 42.0 Hours

This course is designed to examine the origins of golf and the rules and etiquette that support the culture of the game and the industry. This course will provide students with an introduction to the various components which make up the golf industry.

#### GOLF1001 Golf Equipment, Storage and Repair 42.0 Hours

This course provides students with the information and skills necessary to successfully organize and administer a golf tournament. Students will 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 backshop will be discussed.

#### GOLF1002 Golf Skills Improvement 42.0 Hours

This course provides 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 will assess personal golf skills given accepted measurement criteria and establish realistic goals for improvement. Regardless of the student's playing ability 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

This course is designed to introduce students to a number of industry specialists who will present on the themes of employability skills and the importance of a professional network. Students will also be introduced to public relations and media techniques key to the development of their presentation and employability skills for the golf industry.

#### GOLF2000 Turf, Renovation, Construction 42.0 Hours

This introductory course in turf management and golf course renovation/construction will provide the student with the skills and knowledge necessary to develop a master plan for turf grass management which will include the organization of maintenance projects, identifying required knowledge pertaining to irrigation, turf maintenance, equipment maintenance and environmental safety. As well, the student will be exposed to the fundamentals of golf course renovation and construction including factors affecting long term planning (site balance/cost balance), environmental sensitivities, historical preservation issues and existing themes, members' needs, a basic knowledge of permit requirements and construction machinery characteristics and the ongoing

consultative process between turf managers, architects, course personnel and the end user.

#### GOLF2001 Fundamentals of Golf Swing 42.0 Hours

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

#### GOLF2002 Golf Operations, Policies and Procedures 42.0 Hours

This course provides students with information necessary to prepare a policies and procedures manual specific to the Golf Shop. Staff scheduling, tee times, lessons, tournaments, leagues and merchandising will be discussed. Students will evaluate the contribution that the Golf Shop makes to the overall financial target of a golf facility.

#### GOLF2003 Introduction to Golf Facilities 84.0 Hours

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

#### GOLF2004 Issues and Trends in Golf Operations 42.0 Hours

This course is designed to introduce students to current issues and trends impacting the golf industry. Topics will include but not be 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

This sixth semester course will provide students with the information and skills necessary to plan and implement corporate golf/special events. Participants will learn how to organize and co-ordinate each phase of golf event planning and how to liaise with each department in the organization. Students will also gain an appreciation for the important financial contribution that successful corporate/special events make to an organization's overall fiscal health.

#### 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.

**TOUR1004 Professional Customer Service 42.0 Hours**

This course focuses on the importance of service delivery as demonstrated by front line service providers, supervisors, and others in a service leadership role. Topics will include the art of giving and receiving effective feedback and the importance of service quality standards and customer relationship management. An underlying theme is the effective use of communication skills including listening.

**TOUR1007 Hospitality Industry Certifications 42.0 Hours**

This course will provide students with the opportunity to participate in 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 1 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.

**TOUR2001 Supervision in the Hospitality and Tourism Industry 42.0 Hours**

This course will provide students with the knowledge required to supervise staff in a culturally diverse workplace. The students will also gain an understanding of the principles of building a team environment. Topics to be examined include leadership, establishing a positive work climate, employee training, motivation, evaluation, and personal management skills including problem solving and ethical analysis.

**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.*