

Course Outline of Record

1. Course Code: GOLF-025
2.
 - a. Long Course Title: Golf Shop Operations
 - b. Short Course Title: GOLF SHOP OPERATIONS
3.
 - a. Catalog Course Description:
 This course is the study of the principles and techniques involved in managing the modern professional golf shop: selling techniques, customer service, merchandise displays, and an understanding that all golf activity emanates from this area. The knowledge of golf equipment and the production of golf instructional programs is an important part of this learning process. The course emphasizes the principles of organizing, financing, and controlling a small business, such as purchasing, pricing, stock control, store layout, policies, and security.
 - b. Class Schedule Course Description:
 This course is the study of the principles and techniques involved in managing the modern professional golf shop.
 - c. Semester Cycle (if applicable): Every Fall semester
 - d. Name of Approved Program(s):
 - GOLF MANAGEMENT Certificate of Achievement
4. Total Units: 2.00 Total Semester Hrs: 72.00
 Lecture Units: 1 Semester Lecture Hrs: 18.00
 Lab Units: 1 Semester Lab Hrs: 54.00
 Class Size Maximum: 25 Allow Audit: No
 Repeatability No Repeats Allowed
 Justification 0
5. Prerequisite or Corequisite Courses or Advisories:
Course with requisite(s) and/or advisory is required to complete Content Review Matrix (CCForm I-A)
N/A
6. Textbooks, Required Reading or Software: (List in APA or MLA format.)
 - a. Golf Foundation National (reprinted annually) (1998). The Professional Golf Shop. Illustrated ed. National Golf Foundation.
 College Level: Yes
 Flesch-Kincaid reading level: 12
 - b. SUPPLEMENTAL MANUALS:
Golf Retail Operations by Association of Golf Merchandisers.

Golf Operations in Clubs by Raymond R. Ferrerira, Associate Professor and updated by Michael Leemhuis, MA Ed. CCM, PGA

There are recent supplemental handouts for every topic on the Course Outline of Record.
7. Entrance Skills: *Before entering the course students must be able:*
8. Course Content and Scope:

Lecture:

1. Golf shop goals
2. Employee benefits
3. Organizational charts
4. Job descriptions
5. Personnel management
6. Daily operating procedures

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7. Golf car program
8. Club/course rules and regulations
9. Junior golf program
10. Golf club repair
11. Merchandising procedures
12. Golf shop rates and tax procedures
13. Servicing the customer
14. Handicap procedures
15. Tournament procedures
16. Teaching philosophy
17. General shop rules
18. Controlling accounts payable
19. Recording sales transactions
20. Controlling inventory
21. Financing and golf shop
22. Evaluating and financial performance of the golf shop

Lab: (if the "Lab Hours" is greater than zero this is required)

1. Daily operating procedures
2. Golf car program
3. Merchandising procedures
4. Golf shop rates and tax procedures
5. Tournament procedures
6. General shop rules
7. Recording sales transactions
8. Controlling inventory

9. Course Student Learning Outcomes:

1. Recognize and apply management techniques used in the golf pro shop environment.
2. Apply retailing principles such as purchasing, inventory control and store layout.
3. Apply customer service and pricing strategies.

10. Course Objectives: *Upon completion of this course, students will be able to:*

- a. Learn, recognize and apply management techniques necessary in the modern golf pro shop environment.
- b. Identify and apply the basic management functions of planning, organizing, and controlling.
- c. Learn and apply retail specialty store marketing techniques, including set up and maintenance of merchandise displays, pricing, point-of-sale advertising, promotion and customer service.
- d. Learn and apply retailing principles such as purchasing, inventory control and store layout.
- e. Learn and apply customer service strategies and pricing strategies.

11. Methods of Instruction: *(Integration: Elements should validate parallel course outline elements)*

- a. Discussion
- b. Lecture
- c. Observation
- d. Participation
- e. Technology-based instruction

Other Methods:

Electronic Presentation (PowerPoint) Lesson handouts

12. Assignments: *(List samples of specific activities/assignments students are expected to complete both in and outside of class.)*

In Class Hours: 72.00

Outside Class Hours: 36.00

a. In-class Assignments

1. Attendance of the lectures by instructor and occasional guest speakers, including the taking of the

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detailed notes thereon

2. Viewing of films and slide programs, including the taking of notes thereon
3. Special reports by students, in panel or singly
4. Examinations of various types, such as essay and multiple choice.
5. Role playing in hypothetical managerial situations will be a major feature.

b. Out-of-class Assignments

1. Readings in the textbook and in recommended supplementary literature.
2. Written analysis of case studies.

13. Methods of Evaluating Student Progress: *The student will demonstrate proficiency by:*

- Written homework
- Reading reports
- Field/physical activity observations
- Computational/problem solving evaluations
- Group activity participation/observation
- True/false/multiple choice examinations
- Student participation/contribution
- Oral and practical examination

14. Methods of Evaluating: Additional Assessment Information:

Essay Non-Computational Problem Solving Skill Demonstration

15. Need/Purpose/Rationale -- *All courses must meet one or more CCC missions.*

PO - Career and Technical Education

Apply critical thinking skills to execute daily duties in their area of employment.

IO - Personal and Professional Development

Self-evaluate knowledge, skills, and abilities.

16. Comparable Transfer Course

University System	Campus	Course Number	Course Title	Catalog Year
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17. Special Materials and/or Equipment Required of Students:

18. Materials Fees: Required Material?

Material or Item

Cost Per Unit

Total Cost

19. Provide Reasons for the Substantial Modifications or New Course:

Periodic Review

20. a. Cross-Listed Course (Enter Course Code): *N/A*

b. Replacement Course (Enter original Course Code): BUMA-025

21. Grading Method (choose one): Letter Grade Only

22. MIS Course Data Elements

a. Course Control Number [CB00]: CCC000570141

b. T.O.P. Code [CB03]: 130730.00 - Resort & Club Management

c. Credit Status [CB04]: D - Credit - Degree Applicable

d. Course Transfer Status [CB05]: B = Transfer CSU

e. Basic Skills Status [CB08]: 2N = Not basic skills course

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- f. Vocational Status [CB09]: Clearly Occupational
- g. Course Classification [CB11]: Y - Credit Course
- h. Special Class Status [CB13]: N - Not Special
- i. Course CAN Code [CB14]: N/A
- j. Course Prior to College Level [CB21]: Y = Not Applicable
- k. Course Noncredit Category [CB22]: Y - Not Applicable
- l. Funding Agency Category [CB23]: Y = Not Applicable
- m. Program Status [CB24]: 1 = Program Applicable

Name of Approved Program (if program-applicable): GOLF MANAGEMENT

Attach listings of Degree and/or Certificate Programs showing this course as a required or a restricted elective.)

23. Enrollment - Estimate Enrollment

First Year: 0

Third Year: 0

24. Resources - Faculty - Discipline and Other Qualifications:

a. Sufficient Faculty Resources: Yes

b. If No, list number of FTE needed to offer this course: N/A

25. Additional Equipment and/or Supplies Needed and Source of Funding.

N/A

26. Additional Construction or Modification of Existing Classroom Space Needed. (Explain:)

N/A

27. FOR NEW OR SUBSTANTIALLY MODIFIED COURSES

Library and/or Learning Resources Present in the Collection are Sufficient to Meet the Need of the Students Enrolled in the Course: Yes

28. Originator John Gerardi Origination Date 05/03/17