

GOLF 038: GOLF TOURNAMENT ADMINISTRATION

Originator

naltman

Justification / Rationale

To create a more robust and golf-specific curriculum within the Golf Management with smaller and more career-oriented certificates. This class will be a part of a Golf Tournament Administrator Certificate that will provide marketable skills for students who want to work as an assistant or head golf professional at a public or private golf facility. Golf Tournaments are often a sizeable source of revenue and member satisfaction, and hiring managers look for new employees with the skills learned in this class.

Effective Term

Fall 2022

Credit Status

Credit - Degree Applicable

Subject

GOLF - Golf Management

Course Number

038

Full Course Title

Golf Tournament Administration

Short Title

TOURNAMENT ADMIN

Discipline**Disciplines List**

Business

Modality

Face-to-Face

Catalog Description

Students taking Golf Tournament Administration will gain valuable skills and hands-on experience at running golf events. Students will learn all aspects of running a golf tournament program from best practices of marketing the events, planning a tournament schedule, daily tournament operations, and the business and sales of golf events. This class will provide marketable skills for students looking to join the golf industry.

Schedule Description

Students taking Golf Tournament Administration will gain valuable skills and hands on experience at running golf events. Students will learn all aspects of running a golf tournament program from best practices of marketing the events, planning a tournament schedule, daily tournament operations, and the business and sales of golf events. Advisory: GOLF 036

Lecture Units

1

Lecture Semester Hours

18

Lab Units

1

Lab Semester Hours

54

In-class Hours

72

Out-of-class Hours

36

Total Course Units

2

Total Semester Hours

108

Prerequisite Course(s)

Advisory: GOLF 036

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Mel Lewis

Title

Golf Tournaments 101

Edition

2nd

Publisher

CreateSpace Independent Publishing Platform

Year

2018

ISBN #

9781545171998

Class Size Maximum

25

Entrance Skills

Come to the class with a basic knowledge of the game and rules of golf.

Requisite Course Objectives

GOLF 036-Demonstrate the ability to use the USGA Rules of Golf to make rules decisions

GOLF 036-Identify different sections of the rules book

GOLF 036-Demonstrate procedures to go through during a rules dispute

GOLF 036-Identify the procedures to keep score

GOLF 036-Interpret the most common rules situations and violations

Course Content

1. What is a golf tournament?
2. Planning a tournament calendar
3. Private Golf Tournaments
4. Public Golf Tournaments
5. Charity Golf Tournaments
6. Tournament Formats
7. Scoring
8. Tournament Committee Obligations
9. Budgeting

10. Day of Operations Planning
11. Profit and Loss (Tournament Finances)
12. Awards Ceremonies
13. Sales Techniques

Lab Content

1. Creating marketing material
2. Tournament preparation
3. Tournament operations
4. Building a customer flow plan
5. Tournament service strategies

Course Objectives

	Objectives
Objective 1	Describe the fundamental components of a golf facility's tournament calendar
Objective 2	Contrast golf tournaments at private facilities versus at public facilities
Objective 3	Choose the most fitting tournament formats based on analysis of a golf facilities goals and its budget
Objective 4	Demonstrate the ability to score a golf tournament and declare a winner
Objective 5	Construct a day-of operation plan for a golf tournament at a facility
Objective 6	Illustrate important service strategies that a golf professional should train tournament staff to exemplify when working a tournament
Objective 7	Analyze a tournament budget
Objective 8	Create a profit and loss statement for a golf tournament

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Create an operations plan for a large tournament at a golf facility
Outcome 2	Build a profit and loss statement for a golf tournament based on data

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	Students will listen actively to lecture, taking notes on important subjects and asking questions to deepen understanding and mastery.
Technology-based instruction	Participate in hands-on experiences using golf tournament software
Role Playing	Act out common service scenarios in the golf tournament environment to gain experience and improve service outcomes.
Experiential	Hands-on experience with golf tournament simulations and real-life tournament scenarios
Activity	Budget, profit and loss, and marketing activities that promote skills-building

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Written homework	Evaluation of multiple choice, fill in the blank, and essay answers based on class lecture and reading assignments meant to deepen understanding of material.	Out of Class Only
Laboratory projects	Projects of creating marketing materials, building a tournament calendar, creating and printing tournament operation materials such as scorecards, alphabetical player lists, and cart signs.	In and Out of Class

Tests/Quizzes/Examinations	Midterm and final exam as well as five to six smaller quizzes. Quizzes and exams will test knowledge of subject matter using multiple choice, fill in the blank, and essay questions.	In Class Only
Field/physical activity observations	Observe and assisting at a golf facility providing a tournament.	Out of Class Only
Student participation/contribution	Participation on discussion boards, group presentations, and in-class discussion of course topics.	In and Out of Class

Assignments

Other In-class Assignments

1. Student attendance of the lectures by instructor and occasional guest speakers, including the taking of the detailed notes.
2. Special reports by students, in panel or solo.
3. Examinations of various types, such as essay and multiple choice.
4. Role playing in hypothetical managerial situations will be a major feature.

Other Out-of-class Assignments

None

Grade Methods

Letter Grade Only

MIS Course Data

CIP Code

52.0906 - Resort Management.

TOP Code

130730 - Resort and Club Management

SAM Code

D - Possibly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

General Education Status

Y = Not applicable

Support Course Status

N = Course is not a support course

Allow Audit

Yes

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)

Golf Management Advisory Meeting Minutes - DRAFT 5-18-21.docx

Approvals**Curriculum Committee Approval Date**

3/17/2022

Academic Senate Approval Date

3/24/2022

Board of Trustees Approval Date

4/22/2022

Chancellor's Office Approval Date

5/04/2022

Course Control Number

CCC000631333