COMMON COURSE OUTLINE: Course discipline/number/title: GFMT 1110: Foundations of Golf Management

A. CATALOG DESCRIPTION
   1. Credits: 3
   2. Hours/Week: 3
   3. Prerequisites (Course discipline/number): None
   4. Co-requisites (Course discipline/number): None
   5. MnTC Goals (if any): NA

This course is an introduction to the business of Golf Management with an emphasis on golf shop operations, facilities management, and food and beverage operations. A focus on retail sales, merchandising, pro shop products, cart fleet management, golf course play and league management, the GHIN computer system, personnel development, range and grounds management, and food service operations. Related careers will be examined.

B. DATE LAST REVISED (Month, year): March, 2004

C. OUTLINE OF MAJOR CONTENT AREAS:
   1. Retail merchandising theory
   2. Pro shop products—supplying customers—making a profit
   3. Managing cart fleet and range
   4. Dynamics of Golf Course Play
      a) Public
      b) Leagues
      c) Special events/Tournament schedule
   5. Use of computers (GHIN)
   6. Developing personnel
   7. Grounds management
      a) working with the superintendent (grounds keeper)
   8. Food service enterprises and options
   9. Career opportunities in Golf

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
   1. Understand the Golf industry.
   2. Analyze the components of the golf business.
   3. Review the development of the golf industry.
   4. Understand various types of retail goods involved in golf shop management.
   5. Examine the impact of public, league and tournament play on the golf course.
   6. Develop an understanding of the intricate workings of grounds, pro shop, and food service.
   7. Develop an understanding of the employment opportunities in the different segments of the golf industry.
   8. Become familiar with the appropriate trade journals and publications that aid professionals in the golf industry.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
   1. Tests
   2. Quizzes
   3. Homework
   4. Research projects
   5. Writing assignments
   6. Oral presentations

G. SPECIAL INFORMATION (if any): None