

Abraham Baldwin AGRICULTURAL COLLEGE

Tifton, Georgia

HORT 2292: GOLF CLUB MANAGEMENT (3 credit hours)

SEMESTER: Fall 2008

DAYS: See schedule

INSTRUCTOR: Lorie M. Felton, Associate Professor of Environmental Horticulture
OFFICE: EHT 139 Office Hours are posted on office door and in classroom.
PHONE: 229-391-4798 E-MAIL: lfelton@abac.edu

TEXTBOOK: Perdue, Joe (ed.). *Contemporary Club Management*
ISBN 0-86612-168-4

SUPPLIES: Pen, paper, 3-ring binder for written assignments and hand-outs, USB computer storage device, appropriate dress for presentation

DESCRIPTION: Discussions addressing clubhouse planning, professional dining room management, swimming pool management, mobile refreshment management, and newsletter development and edition. Also, menu design merchandising and marketing, menu engineering (customer demand, menu mix analysis, and item contributions margin), perspectives, (delegating, food cost question, retaining managers, developing annual operational and capital budgets, and forecasting the club industry), preventing internal theft, club by-laws and contracts, and responsible beverage service will be emphasized. Fall even years.

EXPECTED OUTCOMES: Upon completion of Clubhouse Management students will:

1. *Summarize the duties of a club's general manager, club professionals and typical department managers.*
2. *Read and interpret an example set of club Bylaws and rules.*
3. *Summarize strategies for controlling service encounters.*
4. *Explain employee empowerment.*
5. *Describe how club managers can implement quality management at their clubs.*
6. *List the three components of a strategic management system.*
7. *List and explain the 4 P's of marketing.*
8. *Summarize major U.S. employment antidiscrimination laws that affect clubs.*
9. *Create a club newsletter.*
10. *Prepare a presentation of a club's pro shop renovation.*

OUTLINE: Club Operations Review; Club Rules and By-laws; Service Excellence; Leadership in Club Operations, Quality and Strategic Management; Marketing Clubs, Managing Human Resources;

COURSE REQUIREMENTS:

Lecture Exams: Written lecture quizzes will be administered throughout the semester as identified in course calendar. *No make-up exams will be given*, except for death in the immediate family, serious illness, or at the discretion of the instructor. One (1) final exam are worth 100 points each. Exams will cover material presented in class and require text information. See Final Exam schedule on ABAC Home page www.abac.edu.

Newsletter Assignment: Each student team will develop a print ready newsletter for a predetermine club.

Clubhouse Renovation Project: Students will present a formal proposal for a clubhouse renovation.

Final Exam: A comprehensive exam will be given at the day and time specified by ABAC exam schedule. Academic Dean must approve an earlier exam time. (See Final Exam schedule on ABAC Home page www.abac.edu.)

Professionalism: Attendance, participation, dress, conduct, in and outside assignments, pop-quizzes, seminars, and service to campus and/or community.

COURSE POINTS: Semester average determined by using the following points:

Lecture Exams (5 at 100 pts. each)	500 pts.
Projects (3 at 100 pts. each)	300 pts.
Final Exam (1 at 100 pts)	100 pts.
Professionalism	<u>50 pts.</u>
Total Points	950 pts.

GRADING: 765 - 850 pts.....A	510 – 594.99 pts... D
680 – 764.99 pts.....B	Below 510 pts.....F
595 – 679.99 pts.....C	

For A.A.S. degree in Environmental Horticulture Technology a grade of "C" or better is required for graduation. Also a grade of "C" or better is required for all other courses with HORT, AGRP and AGRY prefixes; and ENGL 1101, ENGL 1102 and MATH 1002.

"The Student Development Center is the official office to provide disability services at ABAC. If you have a documented disability that may require assistance, you will need to contact the Student Development Center for coordination of your academic accommodations. The Center is located on the 2nd floor of the J. Lamar Branch Student Center. The phone number is 229-391-5135; fax is 229-391-5136. You may also visit the website at www.abac.edu/sdc or email at mmartin@abac.edu or asims@abac.edu "

ACADEMIC AND CLASSROOM BEHAVIOR POLICIES: (See web page <http://www.abac.edu/lfelton/>)

HORT 2292
TENTATIVE COURSE CALENDAR

Fall 2008

Date	Day	Topic	Chapter	Assignment	Campus
8/19	T	Introduction	Chap. 1		Drop/Add ends 20 th
8/21	R	Operations Review / Remember Names			
8/26	T	Operations Review / Handshake	Chap. 1		
8/28	R	Operations Review / 1 st Impressions			
9/2	T	Quiz #1		Clubhouse Renovation Project	
2/4	R	Clubhouse Renovation Project Assigned (Forest Lakes Golf Clubhouse)			
9/9	T	Rules and By-laws / Greeting & Introductions	See webpage for handout		Ag Clubs Social 9th
9/11	R	Rules and By-laws / Art of Conversation			
9/16	T	Service Excellence / Office Etiquette	Chap. 3		
9/18	R	Service Excellence / Telephone Etiquette			
9/23	T	Quiz #2		Newsletter Assignment	
9/25	R	Newsletter Assignment / E-mail Etiquette			
9/30	T	Leadership in Club Operations / Other Correspondence Etiquette	Chap. 4		
10/2	R	Leadership in Club Operation / The Art of Mingling			
10/7	T	Leadership in Club Operation / Restaurant Etiquette	Chap. 4		Ag Golf Classic 6 th Forest Lakes Midterm 9th
10/9	R	Quiz #3			
10/14	T	Fall Break – No Class	Chap. 5 & 6		Fall Break – 13 th -14 th Expo 15 th -17th
10/16	R	Quality and Strategic Mgt. / Etiquette of Tipping			
10/21	T	Quality and Strategic Mgt. / Etiquette en Route	Chap. 7	Newsletter Due - 10/23	
10/23	R	Marketing Clubs / Tips for Professional Image			
10/28	T	Marketing Clubs / Tips for Professional Image	Chap. 7		
10/30	R	Marketing Clubs			
11/4	T	Quiz #4	Chap. 8		
11/6	R	HRM			
11/11	T	HRM	Chap. 8		
11/13	R	HRM			
11/18	T	Golf History	Video	Response Paper Assignment	
11/20	R	Golf History and Response Paper			
11/25	T	Quiz #5		Response Paper Due	Thanksgiving 26 th -28th
11/27	R	Thanksgiving – No Class			
12/2	T	Project Presentations		Clubhouse Renovation Project Due 12/2	
12/4	R	Project Presentations			
12/9	T	Final Exam at 10:30 am			Finals 9 th -12 th Graduation -12 th