

**GBA 311-B**  
**Professional Development Seminar**

**Goal:** To guide students through the completion of the Level 2 materials of the PGA of America's Educational Program and to provide information to help students become successful golf professionals.

**Topics to be covered:**

1. Analysis of Swing
2. Customer Relations
3. Merchandise and Inventory Management, pre-seminar
4. Supervising and Delegating, pre-seminar

**Objectives:**

**Analysis of Swing:**

1. Discuss and demonstrate an effective framework for student-teacher interaction.
2. Perform an opening interview with a new student.
3. Identify student needs and characteristics that affect performance and approach to the game.
4. Evaluate the skills and performance of some typical students, and suggest a course of instruction.
5. Evaluate and discuss teaching techniques and effective lesson planning.
6. Describe the role of clubfitting and its effects in the teaching experience.
7. Identify, measure, and evaluate important clubfitting factors.
8. Identify, describe, and begin developing the essential elements of a teaching business.

**Customer Relations:**

1. Appreciate the value of people skills in the golf business.
2. Define the "moment of truth" and describe its impact on the customer.
3. Describe the golf experience from the customer's perspective.
4. Identify the key requirements for good customer relations (and potential causes of problems).
5. Understand and use the five-step GEODE model.
6. Understand and demonstrate the appropriate use of the seven interpersonal skills.
7. Understand and demonstrate the effective use of the four interaction strategies.

**Class Periods: For the semester**

January 18: **No Class, PGA Merchandise Show**

January 25: Orientation

February 1: Analysis of Swing, Conducting Lessons

February 8: Analysis of Swing, Conducting Lessons

February 15: Analysis of Swing, Business Plan for Teaching Business

February 22: Analysis of Swing, Clubfitting

February 29: Analysis of Swing, Clubfitting  
March 7: Analysis of Swing, Clubfitting  
March 14: **No Class, Spring Break**  
March 21: **No Class, Good Friday**  
March 28: Customer Relations, Interpersonal Skills and Strategies  
April 4: **No Class, SHSU vs. MSU Matches**  
April 11 Customer Relations, Interpersonal Skills and Strategies  
April 18: Customer Relations, Handling a Challenging Customer Situation  
April 25: Merchandise and Inventory Management, pre-seminar  
May 2: Supervising and Delegating, pre-seminar  
May 9: **No Class, Final Exam Study Day**

### **Class Policies**

- Class Meetings: TH 2:00 – 3:50, SHB #108
- Only 2 unexcused absences will be allowed for successful completion of this course.
- **Business Communications**  
**Business Planning and Operations**  
**Turfgrass Management**  
**Customer Relations** **Due: Friday, May 9 by noon**

### **Grading**

Grades for this course will be determined by attendance, classroom participation, and the quality of the Work Experience Activities turned in at the end of the semester. For each class period missed past two, the grade will be dropped one letter grade.

### **Instructor**

Richard Ballinger, PGA  
Director, PGA/PGM Program and Golf Course Operations  
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### **ACADEMIC DISHONESTY:**

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see:

### **STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY:**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a

religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...” A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see:

### **STUDENTS WITH DISABILITIES POLICY:**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center . They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Counseling Center . For a complete listing of the university policy, see:

### **VISITORS IN THE CLASSROOM:**

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.