

**College of Hotel Administration  
Department of Recreation and Sport Management  
Professional Golf Management Program  
University of Nevada, Las Vegas**

**RLS 462B — Internship in Professional Golf Management  
Summer 2008  
Internship 2**

**INSTRUCTOR**

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**COURSE DESCRIPTION**

The Golf Management internship is considered to be a full-time experience that requires 35 to 40 hours per week at an approved golf facility. Successful completion of 16 months of internship experience is required of each student seeking a Bachelor of Science in Recreation with a concentration in Professional Golf Management. Students will complete a minimum of five (5) internships in order to complete the 16 months of requirements.

The primary purpose of the internship is to enable each student to meet his or her educational objectives through participation in a well-planned and organized practical experience. Due to the variation in settings, work assignments, internship levels, and academic credits, no single set of objectives can serve all placements; therefore, the PGM internship coordinator, in cooperation with the site PGA professional or supervisor and student, will plan a comprehensive practical experience that meets the educational needs of the student and the requirements of the PGA/PGM™ curriculum. Internship sites will offer a variety of professional experiences. Importance is placed on application of knowledge and skills to actual job roles and responsibilities. The PGM program must conduct an evaluation of each internship site prior to placement of students.

Professional Golf Management majors only.

**COURSE OBJECTIVES — INTERNSHIP 2**

1. To understand the requirements and process of the internship
2. To develop job skills that are in conjunction with inside service professionals
3. To develop the written and verbal communication skills needed to be successful in the golf industry
4. To understand the role and function of a specific golf facility
5. To acquire knowledge and skills needed to successfully complete segments of the Level 2 PGA/PGM™ work experience activities
6. To understand the major ethical dilemmas of professional practice
7. To understand the impact and future trends of the golf industry

## **INTERNSHIP ASSIGNMENTS**

UNLV's Professional Golf Management program majors are required to submit a number of written assignments and forms during the internship experience. These include:

### **1. Initial Report**

Within the first week of the internship, the student must complete and submit an initial report. This report (see Appendix D) provides the internship coordinator with information for contacting the student and his or her agency supervisor. **(Due seven calendar days after start of the internship.)**

### **2. Assignment Checklist**

This form (see Appendix E) includes dates for all written assignments and forms. **(Due seven calendar days after start of the internship.)**

### **3. Internship Activity Report: Biweekly**

Throughout the entire length of the internship, the student is required to submit biweekly reports to his or her faculty supervisor. These reports contain an internship activity report covering the two-week period (see Appendix F). The internship activity report should be updated on a daily basis. A student doing the internship in Southern Nevada should also include directions to his or her agency with the first weekly report. The seventh and final biweekly report of each internship experience will cover a one-week period. **(For reporting purposes, the student's week is Monday through Sunday. The activity report, therefore, must be submitted to the PGM internship coordinator following work on Sunday, and a new report will start on Monday.)**

***Note:*** *Students must receive an orientation to the other programs, departments and disciplines within their internship agency. This cross training must be documented in the biweekly reports.*

### **4. Internship Reaction Paper**

At the completion of each internship experience, the student is required to submit a reaction paper. The paper should give students an opportunity to discuss, analyze, and provide insight into their various internship experiences. At the minimum, the paper should include a cover page and be two (2) double-spaced pages in length. **(Due along with the final evaluation and internship evaluation form.)**

### **5. Mid-Internship and Final Evaluations**

The agency supervisor is expected to conduct formative evaluations of the student's performance at least twice during the internship. The mid-internship evaluation conference is especially important because: (1) it provides structured feedback for the student on his or her performance to date, and (2) it offers an opportunity for the student and supervisor to re-establish goals before the second half of the internship. The final evaluation allows the student to assess his or her progress during the internship and

should assist the agency supervisor in determining a grade recommendation for the student (see below).

The agency supervisor may use the evaluation form supplied by the university (see Appendixes G and H), or an agency personnel evaluation form may be substituted if desired. Regardless of what form is selected, it is important that the mid-internship and final evaluations be conducted using identical forms. **(Mid-internship evaluation due one week following mid-point; final evaluation due one week after the completion of the internship.)**

#### **6. Internship Evaluation Form, Reaction Paper, and Resume/Post-Internship Conference**

After completion of an internship, each student will complete and submit the internship evaluation form, reaction paper, and an updated resume. After submitting these assignments, the internship coordinator will meet with each student and discuss the positives and negatives of the internship experience and review the required evaluations. **(Internship evaluation form due one week after the completion of the internship; conference must be scheduled for no more than two (2) weeks after completion of the internship.)**

The paper should give students an opportunity to discuss, analyze, and provide insight into their various internship experiences. At the minimum, the paper should include a cover page and be at least two (2) double-spaced pages in length. **(Due along with the final evaluation.)**

#### **7. PGA/PGM™ Work Experiences**

All PGA/PGM™ activities that are listed on the syllabus are to be completed on internship. All PGA/PGM™ activities must be typed, placed into the Level 1 kit, and submitted to the PGM Office no later than the first day of classes for the following semester.

#### **8. Grade Recommendation**

At the conclusion of the internship, the agency supervisor is expected to submit a grade recommendation form (see Appendix H) to the faculty supervisor. This form enables the agency supervisor to assign a letter grade that reflects the total progress and level of achievement attained by the student during the Internship. **(Due one week after the completion of the internship, but no later than the last day of classes.) The final grade for the student's internship is assigned by the Internship Coordinator. This overall grade is based on the recommendation of the agency supervisor and the quality (including promptness) of the student's written assignments.**

#### **9. Playing Ability Test**

It is required that students attempt at least one (1) Playing Ability Test during their internship. If a PAT is not attempted during internship, students will be lowered one (1) letter grade.

### **Internship Assignment Points**

Each of the assignments that are submitted throughout the internship will be evaluated upon the following point scale:

<b>Assignments:</b>		<b>Grading Scale:</b>
Initial	10 pts	450–500 A
Assignment checklist	10 pts	400–449 B
Seven biweekly reports	20 pts each	350–399 C
Reaction paper	40 pts	300–349 D
Mid-term evaluation	100 pts	299 & below F
Final evaluation	100 pts	
PGA/PGM™ work experience	<u>100 pts</u>	
<b>Total Points Possible</b>	<b>500 pts</b>	

### **TENTATIVE COURSE OUTLINE**

#### **Weeks 1 and 2:**

##### **Analysis of the Swing Seminar**

Section 2:

- *Section 1: Establishing a Relationship with Your Student*
- *Section 2: Swing Observations*
- *Section 3: Club Fitting*
- *Section 4: Lesson Analysis*

*Activity 1: Conduct a Lesson*

*Activity 4: Conduct Club-Fitting Sessions*

*Activity 5: Evaluate Club-Fitting Systems*

#### **Weeks 3 and 4:**

##### **Business Communications**

*Activity 3: Writing Informational Material*

*Activity 5: Schedules, Notices, and Signs*

#### **Weeks 5 and 6:**

##### **Turf Grass Management**

*Activity 1: Interview With the Golf Course Superintendent*

*Activity 2: Touring the Golf Course Maintenance Facility*

*Activity 3: Turf Grass Basics at Your Facility*

*Activity 4: Routine and Nonroutine Maintenance Practices*

*Activity 5: Traffic Management*

*Activity 6: Pests and Other Problems at Your Facility*

*Activity 7: Golf Course and the Environment*

*Activity 8: Communicating With the Superintendent*

### **Weeks 7 and 8:**

#### **Philosophy and Swing Concepts of Teaching — Pre-Seminar**

*Activity 3.1: Using the Group Lesson Plan on Putting*

*Activity 3.2: Using the Putting Evaluation Matrix*

*Activity 3.3: Giving the “How Well Should You Putt?” Test*

*Activity 4.1: Using the Socratic Method to Teach Basic Chipping Technique*

*Activity 4.2: Using the Three Suggestions to Improve the Basic Pitch*

*Activity 5.1: Using the Greenside Bunker Lesson Plan*

*Activity 5.2: Working With Fearful Students to Improve Bunker Play*

*Activity 6.1: Working With Uneven Lies*

*Activity 6.2: Dealing With Windy Conditions*

*Activity 7: Conducting a Group Lesson*

*Activity 8.1: Conducting a Lesson Series*

*Activity 8.2: Working With Women Golfers*

*Activity 8.3: Working With a Physically Challenged Golfer*

*Activity 9.1: Physical Training for Golf*

*Activity 9.2: Golf Flexibility Exercises*

*Activity 9.3: Exercises for the Lower Back*

### **Weeks 9 & 10:**

#### **Merchandising and Inventory Control – Pre Seminar**

*Activity 2.1: Compare Two Product Lines*

*Activity 3.1: Document the Profile of an Outstanding Vendor*

*Activity 4.1: Explore Pricing Methods*

*Activity 5.1: Learning from a Back Room War Story*

*Activity 6.1: Evaluate a Merchandise Display*

*Activity 7.1: Describe a Successful Golf Shop Promotion*

*Activity 8.1: Describe Your Inventory Control System*

*Activity 9.1: Analyze One Performance Variance*

### **Weeks 11 – 13:**

#### **ELECTIVES – CHOOSE 1 (to be completed on 3<sup>rd</sup> internship)**

##### **Caddie Management**

*Activity 2.1: Caddie Committee Member Interview*

*Activity 2.2: Caddie Master Interview*

*Activity 4.1: Caddie Training Course Review*

*Activity 4.2: Caddying a Loop of Golf*

*Activity 5.1: Making a Caddie Assignments*

*Activity 6.1: Caddie Rating and Compensation*

### **Golf Range Management**

#### **Golf Course Design**

*Activity 1: The Process at your Facility*

*Activity 2: The Team at Your Facility*

*Activity 3: The Functioning of Your Course*

*Activity 4: The Form of Your Course*

*Activity 5: Innovative Environmental Programs in Your Area*

#### **Golf Facility Design**

*Activity 1: Evaluate Your Facility's Design Needs*