



ESSENTIALS OF MANAGEMENT AND COMMUNICATION

Whether you are new to management in golf course maintenance or are a seasoned veteran, continual improvement in your abilities to lead and communicate is key to personal and professional success. This 3-hour workshop focuses on skillsets necessary for anyone to manage an operation at a high level.

- Session 1 addresses Self-Management and Your Authentic “Brand.”
- Session 2 addresses Information Management and Reporting.
- Session 3 addresses Leadership and Positive Influence.

Throughout this course, participants will be directed to outside resources and exercises with the goal of developing great managers and leaders in the golf course industry.

Instructor: Michael D. Morris, CGCS
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Course Structure

This course is organized into three units. Each week will have a video lecture and a short 5- to -10 question quiz. Students should contact Mike with questions related to the course content or with questions about Masterio, quizzes, grades etc. The preferred method of communication is the instructors email listed above. Any general questions about GreenKeeper University should be directed to help@greenkeeperapp.com.

Course Content

All video lectures will be posted on the course’s Masterio site (<http://gku.greenkeeperapp.com>). A PDF copy of the lecture materials will be posted below each video link. Supplemental readings will also be post below the video lectures, when applicable. The supplemental content is not required to pass the weekly quizzes. They are designed to provide additional information about a topic. Video lectures are approximately 45-60 minutes in length.

Weekly Quizzes

Each week concludes with a 5- to -10 question quiz. They are designed to emphasize the core concepts from the past week. Quiz questions are displayed one-at-a-time with immediate feedback to help student understand why an answer is correct or incorrect. While GreenKeeper University courses are not graded, students must earn a 70% on a quiz to pass that week. Quizzes can be taken as many times as possible to earn a passing grade.

The course will be completed, and 1 credit will be earned once a student passes all three quizzes.



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COURSE SCHEDULE

- SECTION 1: Self-Management and Your Authentic “Brand”**
- SECTION 2: Information Management and Reporting**
- SECTION 3: Leadership and Positive Influence**