

Course Guide



**HOGESCHOOL
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- MC-SOCBUSSK-12, Part 1: **Golf, the Distinguishing Factor in Business**
- 2018/2019
- Term A
- Full-time
- part of International Business Skills minor
- Term A and B (parts 1 and 2): 5 EC
- theo.daselaar@hu.nl
- course site: <https://hubl.hu.nl/module/golf-distinguishing-factor-business>
- related site: <http://www.opengolfevent.hu.nl>

- Author course guide: Theo Daselaar
- 1 September 2018



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1 Course Description

This course deals with the various ways in which golf can be used to make a difference in business. Golf can facilitate networking and can promote character building, for example, but it also shows one's true colours, which can even turn into a deciding factor when it comes to the question whether or not people want to do business with you. Golf is widely seen as a stage where concepts such as fair play, credibility and trust are linked with being competitive and performing under pressure. In short, this course is a seven-week challenge for golfers and non-golfers alike.

Operating in a global market place requires social and cultural flexibility in order to communicate in an optimal manner. One of the aims of this course is to prepare the student for socializing in an international business environment and networking with business relations and prospects. In many fields of the international business world the game of golf is considered to be a useful tool for establishing a favourable business atmosphere and maintaining and improving relationships. This course is designed to help students understand and feel comfortable with this, and to help them make the initial steps that are generally required before being admitted to a golf course, and thus, to give them a head start in the world of business.

Probably one of the most revealing ways of illustrating the importance of golf for business purposes is by quoting Michael W., a former participant of the Social Business Skills course, who approached his father for one of his interviews (one of the assignments in the course).

My father (Vice President of Programs with a major company based in Philadelphia, USA, ed.), thinks that people are very good at hiding their true nature in the office. So, he uses golf as a way to see how people react to different situations. As Vice President he has to finalize all the hirings, as in after the directors have cut down the potential people, they pick two or three they think can fill the position and my father makes the final decision.

He gave an example:

"If I have to pick between two sales engineers, one of the first things I would do is to take them golfing. If they are the ones on the shortlist, I already know their engineering must be up to par, because they would not have gotten this far if it wasn't. So I would make a foursome with the two of them, the director of sales engineering, and me. The main thing I would be looking for is friendliness and communication skills. Suppose one of them got stuck in the bunker for a long time, but was still able to keep his sense of humour and kept trying, I would immediately know that this was a person who will never give up easily when a business deal does not go exactly the way he expects.

I would also ask them to explain non-work related things and see how they do it. Like how he would make a certain shot to the pin. Sales engineers have to be good at simplifying things, because half the time they are selling to non-engineers. You also have to be very open and talkative to be in sales and if they sit in the buggy and pout all the time, or don't enjoy a nice day out, even if they can't play golf, they will not get hired. It's that simple."

As it can be seen above, he uses it as a way to see how a person acts and reacts to certain situations. He gave some other examples of where he uses golf in his business life. They are as follows:

- 1. Hiring - discussed above*
- 2. Promotions - used similarly to hiring to see who is physiologically sound for the position*
- 3. Motivation - to motivate employees*
- 4. Team building - to make small competition (i.e. IT vs. Communications) boost teamwork with the group*

5. *Selling - not only in the world of banking and insurance, but also in other fields of business the game of golf is very frequently used as a tool to woo customers, retailers and wholesalers alike and/or to maintain and expand networks and contacts with colleagues.*
6. *Reward - rewards are very important and some people's perfect reward would be a round of golf or golf vacation (he actually got a golf vacation as a reward once; it was the best reward he has gotten).*

And to top it all off, in the words of an IT Project Manager with CAP Gemini, interviewed by Maria Smolkina, another former participant of the Social Business Skills course: *"Business is never just business. To a large extent, business is about creating relationships between people and trust. Golf has a lot of characteristics for developing relationships between business partners. For example, it is a sport that allows having conversations. It is a sport played in a nice and exclusive environment that allows creating a certain degree of security and seriousness between the partners. Moreover, the ability to play golf, understand its etiquette, and respects its traditions can boost your business career. Suppose that you spend four to six hours with a person. You can get to know them and see them in various situations – happiness, sadness and disappointment and so on. That's more than you get from a single business contact."*

In a nutshell, golf can be used in the business world for many reasons. This is not to say that the ways to use golf in business described above will be successful in all situations and all practices. However, if used properly and with the right people, they can be an effective tool for any businessperson and give them a competitive edge, no matter what their position in the workplace.



2 Course Goals and Learning Objectives

Course objectives

- The student has good communicative and social skills and is capable of making contact both in a national and international setting.
- The student is able to build and maintain relationships.
- The student is able to establish a national and international network.
- The student is able to take initiatives.
- The student understands the objectives and applications of Public Relations.
- The student is able to participate actively in the game of golf, also seen from a business perspective.
- The student has gained an insight into the relationship between golf and business.

Specific learning objectives

- The student is aware of and/or understands and/or is skilled in the following areas of golf:
 - (1) technique: the grip, the full swing, chipping and putting
 - (2) tactics: course management, stroke play, match play
 - (3) rules and etiquette: the R & A Rules, driving range rules, handicap, dress code
 - (4) attitude: personal behaviour on and off the course
 - (5) equipment: irons, woods, putter, golf bag, balls, tees, pitch fork, marker etc.
 - (6) communication: tee time reservation.
- The student is able to deal with concepts like etiquette, credibility, trust and delegation, and performance pressure.

3 Place in the Curriculum and Related Courses

The course of *Golf for(e) Business* is offered as a part of the International Business Skills Minor to third and fourth-year students of Utrecht University of Applied Sciences.

Related courses:

Social Business Skills: Wine, Etiquette & Networking
Organisation Behaviour

MARK YOUR CALENDARS: 21 June 2019, a red-letter day!

"Golf Means Business"

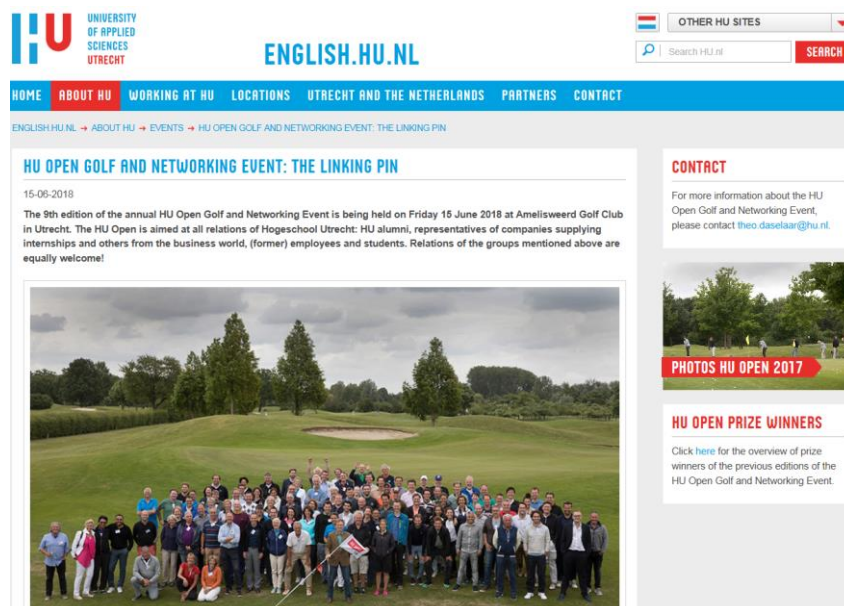
HU Open Golf & Networking Event 2018: The Linking Pin

- (1) Pick up your free lunch and participate in the 9-hole golf competition, or
 - (2) play the 9-hole par 3 course, or
 - (3) join the two-hour clinic and learn how to play from a PGA teaching professional and
- and enjoy the drinks session and the walking BBQ dinner with a variety of HU relations: HU alumni, representatives of companies supplying internships and others from the business world, (former) HU employees and students

What could be a better opportunity to build better business relationships through golf?

When: 21 June 2019: 1.30 – 3.30 pm: 9-hole competition / clinic
3.30 pm: drinks and networking 5 pm: BBQ

Where: Amelisweerd Golf Club, Utrecht, The Netherlands



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HU OPEN GOLF AND NETWORKING EVENT: THE LINKING PIN

15-06-2018

The 9th edition of the annual HU Open Golf and Networking Event is being held on Friday 15 June 2018 at Amelisweerd Golf Club in Utrecht. The HU Open is aimed at all relations of Hogeschool Utrecht: HU alumni, representatives of companies supplying internships and others from the business world, (former) employees and students. Relations of the groups mentioned above are equally welcome!

CONTACT

For more information about the HU Open Golf and Networking Event, please contact theo.daselaar@hu.nl.

PHOTOS HU OPEN 2017

HU OPEN PRIZE WINNERS

Click [here](#) for the overview of prize winners of the previous editions of the HU Open Golf and Networking Event.

Also see <http://www.opengolfevent.hu.nl>

4 Study Burden

seven (supervised) two-hour lessons	: 14 hours
individual practice on the driving range	: 20 hours
homework	: 14 hours
extra assignments	: 12 hours
exam preparation	: 9 hours
written exam	: <u>1 hour</u>
total	70 hours (= 2.5 EC)

5 Pre-requisites

Self-discipline, determination, commitment, concentration, talent, endurance, outdoor orientation (also towards the environment), an eye for fair play.



University says business students have to take golf lessons

By Richard Spencer in Beijing

Last Updated: 1:52am BST 20/10/2006

A Chinese university is to make golf lessons a compulsory part of its business and economics syllabus.

Zhu Chongshi, the dean of Xiamen University, in the south-east of the country, said it would be opening a driving range in the next two months.

While subsidised courses would be laid on for all students, they would be obligatory for those studying management, law, economics and software engineering. "Golf will improve students' health, and will also teach them skills in socialisation, which will be helpful after graduation," said Mr Zhu. "The ultimate expression of a university's contribution to the public good is the training of a social elite." Staff at the university said the golf course was a result of Mr Zhu's vision.

advertisement Golf has become popular in China in part because Asian business cultures use it to foster guanxi, or "connections". Shenzhen has the largest complex of golf courses in the world. Beijing has so many courses that its local government banned the construction of any more because the craze was affecting water supplies.

However, an academic told China Daily that, at a time when much of China lacked basic health care, the decision was "vulgar".

6 Exemption Possibilities

Students that already have a golf handicap below 24.0 may wish to be of assistance during golf classes. There are, however, no possibilities of exemption for assignments and/or the written exam.

7 Competencies

Profession-related competencies: general description

<i>I International Business Competencies</i>	
1. Intercultural Adaptability	The ability to explain the differences between national, organisational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing and intercultural communication. The student can identify the relevant dimensions of cultures and has developed self-awareness of his own cultural background. He is able to adapt his behaviour to the standards in other cultures and can maintain an international network essential to his tasks.

Generic Competencies: general description

<i>Interpersonal competencies</i>	
1. Co-operation	The ability to actively contribute to a group product or result.
2. Communication (oral and written).	The ability to express himself fluently and correctly in English, both in speech and writing.
<i>Intra-personal competencies</i>	
3. Learning and self-development	The ability to know his strengths and weaknesses and to indicate how and when he intends to improve his weaknesses; he knows the limits of his competencies and can critically evaluate and account for his own actions; he can take criticism and put it to good use. Takes initiative and works independently.

Level specification: Professional Competencies

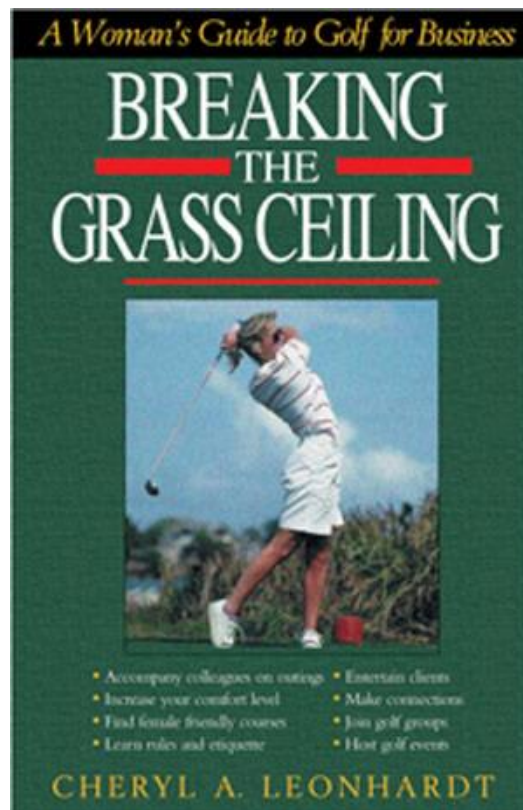
Intercultural adaptability

International Business and Management Studies		
International Business Competencies	<i>Intercultural adaptability</i>	The ability to explain the differences between national, organisational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing and intercultural communication. The student can identify the relevant dimensions of cultures and has developed self-awareness of his own cultural background. He is able to adapt his behaviour to the standards in other cultures and can maintain an international network essential to his tasks.

	Task and Context	<p>The graduate should be aware of cultural differences, be able to identify relevant dimensions of culture, to develop a self-awareness of his own cultural background and be able to adapt his behaviour to a variety of situations.</p> <p>The graduate will often work abroad or he will work with people from another cultural background. His tasks, whether those will be in general management or in key functional areas like marketing and finance, require a high degree of awareness of cultural differences and an ability to adapt his behaviour to the standards of another culture.</p> <p>His role will often be that of an ambassador for his company. He can maintain an international network essential to his tasks and to the company he works for.</p>
Level	<i>Level 1</i>	<p>The graduate is aware of cultural differences, can indicate if different behaviour could be based on difference in cultural background, shows interest in the cultural background of others and is aware of basic elements of his own cultural background</p> <p>He is aware of the role of an international network for himself and for the company.</p>
	<i>Level 2</i>	<p>The student can identify dimensions of culture (communication, time perspective, power, individualism etc) within context. He has self-awareness of his own norms, values and behaviour and shows tact and understanding for others. He adapts his behaviour to the standards of the prevailing culture.</p> <p>He can indicate the importance of the viable international relations of a company within the total value chain.</p>
	<i>Level 3</i>	<p>The student can recognise and appreciate cultural differences in behaviour and values. He has developed an open attitude and is motivated to work abroad. He can make effective use of empathy, or 'frame of reference shifting', to understand and be understood across cultural boundaries.</p> <p>He can maintain an international network essential to his tasks and to the company.</p>

8 Didactic Forms

Session 1: kick-off: workshop/practice
Sessions 2-6: instructions/practice
Session 7: assessment (practice exam)
Independent practice (homework)
Self-study
Research



9 Assessment

Type of Assessment	Weighting	Min. Mark
Written exam	50%	5.5
Continuous assessment	50%	5.5
(registered in Osiris as one final	mark (100%)	

The final mark for “Golf for(e) Business” is the weighted average of the written exam mark (50%) and the mark for "continuous assessment" (50%), the latter being the mark for

a) (50%) the student's golf skills in terms of performance AND progress and

b) (50%) the quality of the student's portfolio

There is (only) one resit for the written exam.

During the **practical exam in the final session**, the student's golf skills will be assessed in the following areas:

- hitting the ball straight (50 metres for women; 75 metres for men)
- putting: a maximum of 8 putts for holing 3 balls on the green from 5-10 metres' distance
- if possible at golf venue: chipping the ball (10-20 metres)
- if possible at golf venue: chipping and putting: a maximum of 16 strokes for holing 5 balls from outside the green
- for holders of golf licences (e.g. Dutch “GVB”) and players with an active handicap the criteria above will be adjusted accordingly

Attendance during at least six of the seven sessions is compulsory. In the case of failure to attend at least three of the first four sessions, the student will not be allowed to continue following this course. In the case of failure to attend session 5 or 6, the student will be given a substitute assignment, unless it happens to be the first session missed. Motto: *Every day you miss practicing, it will take you one day longer to be good.* (said by Ben Hogan, one of the most legendary golf players of the twentieth century)

The final mark of this course is not established until the following requirements have been met:

- the complete portfolio (including P8, the Self-Appraisal and Course Evaluation) has been uploaded (in .doc or .pdf format)
- you have attended the guest lecture, if any (in case of absence: consult your teacher)
- the substitute assignment (see the previous paragraph on “attendance”), if any, has been carried out and included in your portfolio

The written exam

The written (one-hour) exam covers all aspects of golf discussed or dealt with during the seven weeks, including all the literature set as homework and the portfolio assignments. Special attention is to be paid to parts 2 and 3 of the Reader. With regard to part 3, the Golf Alphabet: only study the items that have been ticked (✓).

Sample question 1:

Read the following two statements and then tick the correct answer (one of the four options).

- A. On the green you may walk on your opponent's line.
B. Etiquette in golf are unwritten, but generally observed, codes of behaviour.

- ☐ statement A is false, statement B is true.
☐ statement A is true, statement B is false.
☐ both statement A and B are true.
☐ both statement A and B are false.

(the correct answer is the first option)

Sample question 2:

What is the name of the white areas around the green in the picture?

(correct answer: bunkers)



Sample question 3:

Calculate the number of Stableford points on the basis of the score card.

(the subject of Stableford points is dealt with in sessions 5 and 6 of this course)

Entry Number		Competition		Match 3		Start time: 08:00	
		PLAYER A		Ref. # 7		Ryan John Donagher	
		PLAYER B				Audie	
		PLAYER C					
		PLAYER D					
Match	Hole	Blue	White	Green	Par	Index	A
5	1	353	344	330	4	4	✓
4	2	182	173	165	3	14	✓
3	3	364	352	337	4	12	✓
4	4	353	348	337	4	5	✓
5	5	191	175	171	3	18	✓
6	6	387	378	364	4	10	✓
7	7	405	398	383	4	2	✓
8	8	455	474	461	5	18	✓
9	9	392	382	375	4	8	✓
Total		3,114	3,023	2,915	35	36	✓
						72	

10 Course Material, Literature & Equipment

READER (Required)					
Title:	Golf: The Distinguishing Factor in Business - available from HUBl: https://hubl.hu.nl/module/golf-distinguishing-factor-business				
Author(s):	Theo Daselaar				
ISBN:	N.A.	Edition:		Publisher:	

and literature available in magazines and on the internet (to be discussed in class)

EQUIPMENT

- at least two golf balls (no driving range balls) - available from the golf shop at the driving range (lake balls, e.g.)
- clothes in which you feel comfortable (suggestion: not too tight). Dress code for golf clubs in general (including driving ranges): long or knee-length trousers, sleeveless or short sleeved polo shirts, no jogging gear, no strapless tops
- footwear with a rubber sole: e.g. training shoes, flat-soled shoes, unheeled shoes (no high-heeled or flat-heeled shoes)
- raingear (suggested)



11 Course Evaluation

Evaluation of the course and exam will take place at the end of the block on the authority of the Institute.

12 Liability Waiver

All students participating in the seven-week course of golf offered by Utrecht University of Applied Sciences [= Hogeschool Utrecht]) are required to read, agree to, and sign this waiver and return it to their HU golf instructor before actually participating in their first hands-on session of golf.



Understanding that the essence of liability for injuries inflicted on another is the failure to take reasonable steps, where possible, to minimize the chance of harm, I solemnly swear to follow the safety precautions and guidelines explained by the HU golf instructor(s), whether they be teachers or student assistants, and at all times to respect these rules whether it be at De Biltse Duinen Golf Park or any other golf club whatsoever.

Therefore, I, _____, (ID code _____), assume all risks involved in taking the course of golf and do for myself and others waive, release, and forever discharge any and all rights and claims which may have or which hereafter accrue to me against Utrecht University of Applied Sciences (Hogeschool Utrecht), including its officers, members, or guests, along with any sponsors and their representatives and successors.

Signed in duplicate this day _____ 20____ in the city of _____.

Signature: _____