Disney Corporate Analysis Course

Contact: College Program Education
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THE DISNEY CORPORATE ANALYSIS COURSE
(37 contact hours and 24 hours of directed activities)

Credit Recommendation: In the upper-division baccalaureate degree category, three semester credits in business administration or management. (3/14)

The Disney Corporate Analysis course provides an organizational exploration of The Walt Disney Company and covers a variety of topics including its corporate history, structure, governance, performance, and culture. In addition, students will learn more about our Company's concepts around innovation & technology, globalization, history & heritage, corporate social responsibility, and diversity & inclusion. Class content is delivered through lectures, group discussions, learning activities, and situational studies.

THE DISNEY CORPORATE ANALYSIS COURSE LEARNING OBJECTIVES
• Appraise and apply knowledge, skills, and behavior needed by leaders to achieve success in The Walt Disney Company
• Evaluate the importance of The Walt Disney Company vision, mission, and brand essence and its role in the success of The Walt Disney Company
• Analyze the ways brand and corporate culture creates a competitive advantage for corporations.
• Identify how the components of The Walt Disney Company’s Enterprise Leadership Competencies can be applied in your future career
• Judge the value of innovation and technology to the success of The Walt Disney Company and its future
• Describe productivity and its significance in The Walt Disney Company’s successful business
• Demonstrate mastery of concepts discussed in class through case studies
• Evaluate the impact of competition, service, and global expansion to The Walt Disney Company
• Differentiate the various ways The Walt Disney Company is involved with the community and the environment versus other Fortune 100 companies
• Assess how The Walt Disney Company origin, culture, and values impact how it does business
• Compare and contrast how The Walt Disney Company utilizes synergy between business segments with other businesses in the industry

THE DISNEY CORPORATE ANALYSIS COURSE REQUIREMENTS

ATTENDANCE:
Attendance is required for all of The Disney Corporate Analysis classes. This is an interactive course that requires each participant’s involvement. All students will be allowed two absences with or without excuse (student does not need to call instructor), however any absences will affect the participant’s final grade. On the third absence the student will automatically be dropped from the course.
REQUIRED MATERIALS AND READINGS:
Required readings will be distributed in-class by the Instructor.

COURSE ASSIGNMENTS:
• Each participant will be required to complete a variety of assignments including in-class case studies, written assignments, and interactive experiences.
• Participants will take one objective Midterm exam. It will be a multiple-choice response evaluation to assess participant understanding of course material, including in-class instruction and required reading material.
• All assignments are detailed in the Corporate Analysis Syllabus Supplement received in the first class.

GRADING POLICY:
TWDC Annual Financial Report............................................... 10%  
Midterm Exam ............................................................ 15%  
Research and Discussion Segment Topics ...................... 15%  
Analyze the Enterprise Leadership Competencies .......... 15%  
Corporate Culture Compare & Contrast Paper .............. 15%  
Case Study Discussion/Questions ................................. 10%  
Synergy Field Experience pre-work, field work & debrief .... 10%  
Attendance .............................................................. 10%  

The Disney Corporate Analysis is a pass/fail course. In order to earn a passing grade, you must receive an overall score of 70% or better.
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| 1. Introduction to Corporate Analysis (3 hours) | • Differentiate “Segment” and “Enterprise” as they relate to The Walt Disney Company  
• Identify TWDC 3 priorities  
• Describe how the culture of The Walt Disney Company started with Walt Disney the man                                                                 |                                                                                   |
| 2. Disney History and Heritage (3 hours) | • Appraise how the history of The Walt Disney Company impacts the Company Culture today  
• Evaluate how the priorities of TWDC support successes  
• Examine how and why the Segments of TWDC were created to continue success                                                                 | • Read TWDC Annual Financial Report  
• Sign up for Research and Discussion Segment topic                                  |
| 3. Corporate Culture (3 hours)       | • Evaluate the importance of “Corporate Culture” in creating a competitive advantage  
• Examine how the Disney Look relates to Disney Corporate Culture  
• Recognize TWDC Enterprise Leadership Competencies  
• Demonstrate the “Disney Values” and the Four Key Basics  
• Develop individual goals for the College Program experience based on the TWDC Enterprise Leadership Competencies  
• Select various recognition initiatives & evaluate their value | • Read TWDC Enterprise Leadership Competencies  
• TWDC Annual Financial Report assignment is DUE                                           |
| 4. Corporate Citizenship (3 hours)   | • Examine ways that The Walt Disney Company stays involved with the community  
• Evaluate how TWDC focuses on Acting Responsibly and Inspiring Others through various goals & programs  
• Appraise the various environmental initiatives the Disneyland® Resort and the Walt Disney World® Resort utilize to reduce, reuse, and recycle  
• Compare and contrast “Corporate Citizenship” as demonstrated by TWDC with other select Fortune 100 Companies                                                                 | • From TWDC Corporate site www.thewaltdisneycompany.com under Citizenship, read the content under the 2 tabs: Act Responsibly and Inspire Others. |
| 5. Parks & Resorts and Midterm Review (3 hours) | • Illustrate the organizational structure of the Parks & Resorts Segment  
• Compare technology, creativity, and global expansion examples within Parks & Resorts  
• Define “Productivity” as it relates to The Walt Disney Company  
• Explore the use of vision, mission, and brand essence in maintaining a competitive advantage  
• Examine paradigm shifts and how they impact decision making  
• Review for Midterm Exam                                                                                                           | • Research & Discussion of Parks & Resorts Topics are DUE                          |
| 6. Midterm & TWDC Corporate (3 hours) | • Assess knowledge acquisition through objective Midterm Exam  
• Differentiate the businesses that fall within TWDC Corporate segment  
• Define the vision and mission of Business units within TWDC Corporate  
• Compare the priorities of Technology and Global                                                                                     | • Complete Midterm Exam in class                                                   |
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| 7. Studio Entertainment & Media Networks (3 hours) | - Describe the organizational structure of Studio Entertainment and Media Networks  
- Explore the various business areas within the segments Studio Entertainment and Media Networks  
- Discuss the technology, creativity and global expansion examples for Studio Entertainment and Media Networks | • Analysis of TWDC Leadership Enterprise Competencies is DUE  
• Research & Discussion of Studio Entertainment and Media Networks Topics is DUE |
| 8. Consumer Products & Disney Interactive (3 hours) | - Describe the organizational structure of Consumer Products and Disney Interactive  
- Explore the various business areas within the segments Consumer Products and Disney Interactive  
- Discuss technology, creativity and global expansion examples for Consumer Products and Disney Interactive | • Research & Discussion of Consumer Products and Disney Interactive are DUE |
| 9. Case Studies (3 hours) | - Argue and defend cases regarding Disney culture, values, and competencies through team case studies  
- Compare ways other select Fortune 100 companies have managed similar situations | • Corporate Culture Fortune 100 Compare/Contrast Paper is DUE  
• Case Study Group Questions/Discussion are DUE in class  
Note: PRE-WORK Research will be DUE if completed |
| 10. Synergy Field Experience (3 hours) | - Distinguish practical examples of synergy (for example: high-level partnering and connections) among TWDC segments by exploring a Disney theme park with the perspective of Corporate Analysis  
- Collaborate within each team to complete activities, tasks, and worksheets assessing degree and type of synergy | • PRE-WORK for Synergy Field Experience is DUE  
• Evaluate synergy opportunities for specified franchises of TWDC DUE in class |
| 11. Synergy Debrief and Guest Speaker (3 hours) | - Assess learning gained through the Corporate Analysis experience  
- Compare & contrast the synergy examples found during the Synergy Field Experience and the comparisons of the Fortune 100 companies  
- Discover the elements of the role of Disneyland or Walt Disney World Ambassador by interacting with a current or former ambassador | |