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## Disney Interactive Learning Program

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### THE DISNEY INTERACTIVE LEARNING PROGRAM

(44 contact hours)

**Credit Recommendation:** In the lower division baccalaureate/associate degree category, three semester hours in business management. (3/14)

*The Disney Interactive Learning Program* combines traditional classroom education with out-of-class learning opportunities encouraging participants to fully experience all aspects of Walt Disney Parks & Resorts as a learning laboratory. Participants will engage in group and individual learning activities designed to expand their knowledge and understanding of fundamental elements such as communication, partnerships, and responsibility as they impact the formulation of successful business strategy.

Through self discovery and integrated learning opportunities, participants will develop a greater understanding of Walt Disney Parks & Resorts as they explore such topics as creativity & innovation, leadership, history and heritage, and global economy. Class content is delivered through lectures, group discussion, learning activities, and field experiences.

### THE DISNEY INTERACTIVE LEARNING PROGRAM OBJECTIVES

- Assess the impact of: heritage, communication, technology, and the global economy upon the overall internship work experience and the development of transferrable knowledge and skills.
- Appraise the impact of heritage, communication, technology, and the global economy on determining corporate business strategies.
- Gain insight into the corporate initiatives of The Walt Disney Company as a Fortune 100 corporation
- Compare and contrast communication strategies as they relate to cast excellence, guest satisfaction, and business results
- Characterize the knowledge, skills, and behaviors needed by leaders to achieve success
- Examine the role technology plays in cast development, guest expectations, and in achieving positive business results

### THE DISNEY INTERACTIVE LEARNING PROGRAM REQUIREMENTS

#### **ATTENDANCE:**

Attendance is required for all of *The Disney Interactive Learning program* 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.**

**ONLINE LEARNING COMMUNITY:**

EDU 2.0 gives you the opportunity to personalize class to match your learning style. Numerous supplemental written and video resources allow you to dig as deeply as you like into various subjects. All assignments will be posted and graded online and full participation in our on-line community is a crucial part of the overall learning experience. Post your thoughts, comment on your classmate’s comments and share other interesting links, observations, photos and videos. Your instructor will regularly send out reminders, updates and communicate with you through EDU 2.0 keeping you fully informed.

**COURSE ACTIVITIES AND ASSIGNMENTS:**

The primary focus of this course is for students to learn through experiences. To validate these experiential learnings, students are required to complete several brief assignments and papers.

**GRADING POLICY:**

|                                     |     |
|-------------------------------------|-----|
| Heritage Activity & Quiz .....      | 10% |
| Resort exploration .....            | 15% |
| Leadership Activity .....           | 5%  |
| Corporate Partnership Project ..... | 10% |
| Online participation .....          | 10% |
| Theme park labs .....               | 20% |
| Research paper .....                | 20% |
| Attendance .....                    | 10% |

*The Disney Interactive Learning Program* is a pass/fail course. In order to earn a passing grade, you must receive an overall score of 70% or better.

| Class Meeting  | Learning Outcomes   | Assignments to be Completed Prior to Class   |
|--|---|--|
| 1. Introduction and History of The Walt Disney Company (4 hours) | <ul style="list-style-type: none"> <li>Establish course expectations and objectives</li> <li>Define professionalism</li> <li>Investigate the early history of The Walt Disney Company</li> </ul>  | View the Milestones in The Walt Disney Company's History available via The Hub   |
| 2. Heritage (4 hours)  | <ul style="list-style-type: none"> <li>Demonstrate knowledge of heritage through presentations</li> </ul>   | Audio cast activity and discussion (See supplement for assignment specifics – listen to a minimum of nine audio casts)   |
| 3. Heritage in Action (4 hours)                                  | <ul style="list-style-type: none"> <li>Recognize the degree to which heritage influences our business.</li> <li>Perform a self-appraisal and formulate steps for improved success.</li> </ul>   | View the following videos and post comments and examples from their work location to the Heritage forum<br><a href="http://www.youtube.com/user/DisneyParks#p/search/0/sBjT-NGzFAs">http://www.youtube.com/user/DisneyParks#p/search/0/sBjT-NGzFAs</a><br><br><a href="http://www.youtube.com/user/DisneyParks#p/search/1/vr1VHI7rAlO">http://www.youtube.com/user/DisneyParks#p/search/1/vr1VHI7rAlO</a><br><br><a href="http://www.youtube.com/user/DisneyParks#p/search/0/E54Wf1hE5x8">http://www.youtube.com/user/DisneyParks#p/search/0/E54Wf1hE5x8</a> |
| 4. Corporate Partnerships and Global economy (4 hours)           | <ul style="list-style-type: none"> <li>Identify corporate partnerships within the Walt Disney Company</li> <li>Investigate the pros and cons of corporate partnerships.</li> </ul>  | Read the following article and post comments to the Global Economy forum<br><a href="http://www.newsweek.com/2010/07/11/on-our-own.html">http://www.newsweek.com/2010/07/11/on-our-own.html</a>  |
| 5. Communication and Disney (4 hours)                            | <ul style="list-style-type: none"> <li>Differentiate internal and external communication targets and goals.</li> <li>Compare and contrast methods of internal and external corporate communication.</li> <li>Create a mock webpage that provides an ideal work communication vehicle for the millennial generation</li> </ul>   | Complete and post Corporate Partnership project  |
| 6. Communication in Action (4 hours)                             | <ul style="list-style-type: none"> <li>Use available guest communication resources</li> <li>Evaluate usefulness and propose recommendations.</li> </ul>   | Read the following article and post comments to the Communication forum<br><br><a href="http://www.negotiations.com/case/business-relationship/">http://www.negotiations.com/case/business-relationship/</a>   |
| 7. Leadership in Action (4 hours)                                | <ul style="list-style-type: none"> <li>Complete leadership activity (online learning and interview with Disney leader)</li> <li>Relate learning from online class to observed leadership experiences.</li> <li>Relate key leadership learning from coursework and online research to Disney leader interview</li> </ul>   | Complete Leadership Activity (See supplement for assignment specifics)   |
| 8. Leadership and Disney (4 hours)                               | <ul style="list-style-type: none"> <li>Distinguish ways in which leadership interventions differ between routine and complex tasks</li> <li>Compare and contrast the key generational characteristics of the millenials and boomers</li> <li>Examine the challenges of synchronizing individual skill and talent, task and work environment.</li> <li>Design a break room which considers the needs of a specific generation of worker</li> </ul> | View the following video and post comments to the Leadership forum<br><a href="http://www.youtube.com/watch?v=6TgR95vnM0c">http://www.youtube.com/watch?v=6TgR95vnM0c</a>  |

| <b>Class Meeting</b>                               | <b>Learning Outcomes</b>   | <b>Assignments to be Completed Prior to Class</b>   |
|--|--|---|
| 9. Technology in Action<br>(4 hours)               | <ul style="list-style-type: none"> <li>• Rank technology offerings for guests according to perceived levels of innovation</li> <li>• Describe how technology contributes to learning opportunities</li> </ul>  | <ul style="list-style-type: none"> <li>• Complete research paper</li> <li>• View the following video and post comments to the Technology forum<br/><a href="http://video.cnbc.com/gallery/?video=1614209333">http://video.cnbc.com/gallery/?video=1614209333</a></li> </ul>   |
| 10. Creativity & Innovation in Action<br>(4 hours) | <ul style="list-style-type: none"> <li>• Differentiate applications of creativity in food and beverage, horticulture, guest service and attention to detail in each of the three levels of resorts.</li> <li>• Discuss how creativity and innovation contributes to the overall guest experience.</li> <li>• Propose additional recommendations for improving guest service and business efficiencies through creative application of some of the technologies discovered in the previous lesson.</li> </ul> | <ul style="list-style-type: none"> <li>• View the following video and post comments to the Creativity &amp; Innovation forum<br/><a href="http://www.amadeus.com/hotelit/beyond-segmentation.html">http://www.amadeus.com/hotelit/beyond-segmentation.html</a></li> <li>• Complete the resort exploration activity</li> </ul> |
| 11. Creativity & Innovation<br>(4 hours)           | <ul style="list-style-type: none"> <li>• Differentiate the ways creativity and innovation are applied across the WDPR</li> <li>• Analyze the application of creativity to keeping our guests and cast safe</li> <li>• Design event factoring in the key topics discussed</li> </ul>  | <p>Read the following article prior to class<br/>"Sparking Creativity at Ferrari"<br/><i>Harvard Business Review</i> April 2006 (available in the Disney Development Connection via The Hub)</p>  |