

## Disney Corporate Analysis Course

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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. (5/17)

**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 .....	10%
Research and Discussion Segment Topics .....	15%
Analyze the Enterprise Leadership Competencies .....	15%
Corporate Culture Compare & Contrast Paper .....	15%
Case Study Discussion/Questions .....	15%
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.**

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
1. Introduction to Corporate Analysis (3 hours)	<ul style="list-style-type: none"> <li>Differentiate “Segment” and “Enterprise” as they relate to The Walt Disney Company</li> <li>Identify The Walt Disney Company's 3 Priorities</li> <li>Describe how the culture of The Walt Disney Company started with Walt Disney the man</li> <li>Describe and provide examples of the concept of Corporate Synergy</li> </ul>	
2. Disney History and Heritage (3 hours)	<ul style="list-style-type: none"> <li>Appraise how the history of the Walt Disney Company impacts the Company Culture today</li> <li>Evaluate how the priorities of The Walt Disney Company support success</li> <li>Examine how and why the Segments of TWDC were created to create continued success</li> <li>Assess how the historical context impacted the evolution of the Walt Disney Company</li> <li>Compare and Contrast the key milestones of the WD Company with those of other companies</li> </ul>	<ul style="list-style-type: none"> <li>Read TWDC Annual Financial Report</li> <li>Sign up for Research and Discussion topic</li> </ul>
3. Corporate Culture (3 hours)	<ul style="list-style-type: none"> <li>Evaluate the importance of “Corporate Culture” in creating a competitive advantage</li> <li>Recognize TWDC Enterprise Leadership Competencies</li> <li>Demonstrate the Four Key Basics</li> <li>Develop individual goals for the College Program experience based on the TWDC Enterprise Leadership Competencies</li> </ul>	<ul style="list-style-type: none"> <li>Read TWDC Enterprise Leadership Competencies</li> <li>TWDC Annual Financial Report Assignment is DUE</li> </ul>
4. Corporate Social Responsibility (3 hours)	<ul style="list-style-type: none"> <li>Examine ways that The Walt Disney Company stays involved with the community</li> <li>Evaluate how The Walt Disney Company focuses on Acting Responsibly and Inspiring Others through various goals &amp; programs</li> <li>Appraise the various environmental initiatives the <i>Disneyland</i>® Resort and the <i>Walt Disney World</i>® Resort utilize to reduce, reuse, and recycle</li> <li>Compare and contrast Corporate Citizenship as demonstrated by The Walt Disney Company with other select Fortune 100 Companies</li> </ul>	<ul style="list-style-type: none"> <li>From TWDC Corporate site <a href="http://www.thewaltdisnycompany.com">www.thewaltdisnycompany.com</a> under citizenship, read the content under the two tabs: Act Responsibly and Inspire Others.</li> </ul>
5. Parks & Resorts and Midterm Review (3 hours)	<ul style="list-style-type: none"> <li>Illustrate the organizational structure of the Parks &amp; Resorts Segment</li> <li>Compare technology, creativity, and global expansion examples within Parks &amp; Resorts</li> <li>Define “Productivity” as it relates to The Walt Disney Company</li> <li>Explore the use of vision, mission, and brand essence in maintaining a competitive advantage</li> <li>Examine how maintaining a flexible perspective enhances decision making</li> </ul>	<ul style="list-style-type: none"> <li>Research &amp; Discussion of Parks &amp; Resorts Topics for Talk Show are DUE</li> <li>Corporate Culture Fortune 100 Compare/Contrast Paper is DUE</li> </ul>

<b>Class Meeting</b>	<b>Learning Outcomes</b>	<b>Assignments to be Completed Prior to Class</b>
	<ul style="list-style-type: none"> <li>Review for Midterm Exam</li> </ul>	
6. Midterm & TWDC Corporate (3 hours)	<ul style="list-style-type: none"> <li>Assess knowledge acquisition through objective Midterm Exam</li> <li>Differentiate the businesses that fall within The Walt Disney Company (TWDC) Corporate segment</li> <li>Define the vision and mission of Business Units within TWDC Corporate</li> <li>Compare the priorities of Technology and Global Expansion as they are utilized within the Corporate Segment</li> <li>Evaluate the impact of the development of the Centers of Excellence</li> </ul>	<ul style="list-style-type: none"> <li>Prepare for completion of midterm exam in class</li> </ul>
7. Studio Entertainment & Media Networks (3 hours)	<ul style="list-style-type: none"> <li>Assess knowledge acquisition through objective Midterm Exam</li> <li>Differentiate the businesses that fall within The Walt Disney Company (TWDC) Corporate segment</li> <li>Define the vision and mission of Business Units within TWDC Corporate</li> <li>Compare the priorities of Technology and Global Expansion as they are utilized within the Corporate Segment</li> <li>Evaluate the impact of the development of the Centers of Excellence</li> </ul>	<ul style="list-style-type: none"> <li>Analysis of TWDC Leadership Enterprise Competencies is DUE</li> <li>Research &amp; Discussion of Studio Entertainment and Media Networks Topics for Talk Show DUE</li> </ul>
8. Consumer Products & Interactive Media (3 hours)	<ul style="list-style-type: none"> <li>Describe the organizational structure of Consumer Products and Disney Interactive</li> <li>Explore the various business areas within the segments Consumer Products and Disney Interactive</li> <li>Discuss technology, creativity and global expansion examples for Consumer Products and Disney Interactive</li> </ul>	<ul style="list-style-type: none"> <li>Research &amp; Discussion of Consumer Products and Interactive Media Topics for Talk Show DUE</li> <li>Pre-Work for Synergy Field Experience Assigned</li> </ul>
9. Synergy Field Experience (3 hours)	<ul style="list-style-type: none"> <li>Distinguish practical examples of synergy (for example: high-level partnering and connections) among The Walt Disney Company segments by exploring a Disney theme park with the perspective of Corporate Analysis</li> <li>Collaborate within each team to complete activities, tasks, and worksheets assessing degree and type of synergy</li> </ul>	<ul style="list-style-type: none"> <li>Pre-Work for Synergy Field Experience is DUE</li> <li>Evaluate synergy opportunities for specified franchises due on EDU.</li> </ul>
10. Case Studies (3 hours)	<ul style="list-style-type: none"> <li>Compare and Contrast the synergy examples found during the Synergy Field Experience and the comparisons of the Fortune 100 Companies.</li> <li>Argue and defend cases regarding Disney culture, values, and competencies through team case studies.</li> <li>Compare ways other select Fortune 100 companies have managed similar situations.</li> </ul>	<ul style="list-style-type: none"> <li>Case Study Group Discussion/Questions DUE in class</li> <li>Pre-Work research on assigned case study topic DUE in class.</li> </ul>

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
11. Course Debrief and Guest Speaker (3 hours)	<ul style="list-style-type: none"> <li>Assess learning gained through the Corporate Analysis course experience</li> <li>Discover element of the role of Disneyland or Walt Disney World Ambassadors by interacting with a current or former ambassador.</li> </ul>	<ul style="list-style-type: none"> <li>Prepare for Synergy debrief</li> </ul>