
Disney Corporate Analysis Course

Contact: College Program Education
Suite #703, Vista Way
P.O. Box 10000
Lake Buena Vista, FL 32830

Tel: (407) 827-1244
Fax: (407) 560-8899

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

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
6. Midterm & TWDC Corporate (3 hours)	<ul style="list-style-type: none"> Assess knowledge acquisition through objective Midterm Exam Differentiate the businesses that fall within The Walt Disney Company (TWDC) Corporate segment Define the vision and mission of Business Units within TWDC Corporate Compare the priorities of Technology and Global Expansion as they are utilized within the Corporate Segment Evaluate the impact of the development of the Centers of Excellence 	<ul style="list-style-type: none"> Prepare for completion of midterm exam in class
7. Studio Entertainment & Media Networks (3 hours)	<ul style="list-style-type: none"> Assess knowledge acquisition through objective Midterm Exam Differentiate the businesses that fall within The Walt Disney Company (TWDC) Corporate segment Define the vision and mission of Business Units within TWDC Corporate Compare the priorities of Technology and Global Expansion as they are utilized within the Corporate Segment Evaluate the impact of the development of the Centers of Excellence 	<ul style="list-style-type: none"> Analysis of TWDC Leadership Enterprise Competencies is DUE Research & Discussion of Studio Entertainment and Media Networks Topics for Talk Show DUE
8. Consumer Products & Interactive Media (3 hours)	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Research & Discussion of Consumer Products and Interactive Media Topics for Talk Show DUE Pre-Work for Synergy Field Experience Assigned
9. Synergy Field Experience (3 hours)	<ul style="list-style-type: none"> 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 Collaborate within each team to complete activities, tasks, and worksheets assessing degree and type of synergy 	<ul style="list-style-type: none"> Pre-Work for Synergy Field Experience is DUE Evaluate synergy opportunities for specified franchises due on EDU.
10. Case Studies (3 hours)	<ul style="list-style-type: none"> Compare and Contrast the synergy examples found during the Synergy Field Experience and the comparisons of the Fortune 100 Companies. 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. 	<ul style="list-style-type: none"> Case Study Group Discussion/Questions DUE in class Pre-Work research on assigned case study topic DUE in class.
11. Course Debrief and Guest Speaker	<ul style="list-style-type: none"> Assess learning gained through the Corporate Analysis course experience 	<ul style="list-style-type: none"> Prepare for Synergy debrief

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
(3 hours)	<ul style="list-style-type: none"> Discover element of the role of Disneyland or Walt Disney World Ambassadors by interacting with a current or former ambassador. 	