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## Disney Advanced Studies in Hospitality Management Course

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### THE DISNEY ADVANCED STUDIES IN HOSPITALITY MANAGEMENT COURSE FOCUS

(44 contact hours)

**Credit Recommendation:** In the upper division baccalaureate degree category, three semester hours in advanced topics in strategic management in the hospitality industry. (5/17)

**The Disney Advanced Studies in Hospitality Management Course** is an advanced-level course that covers complex issues facing Hospitality leaders today. This course will prepare students to become entry-level managers in the Hospitality industry by exposing them to contemporary operational issues and situations, equipping them with various problem solving methods and teaching them to develop and implement strategic solutions. Topics covered include guest service, leadership, strategic planning, trends and technology, communication, marketing, human resource management, and crisis management. Class content is delivered through lectures, group discussion, learning activities, and case studies.

### THE DISNEY ADVANCED STUDIES IN HOSPITALITY COURSE LEARNING OBJECTIVES

- Construct a comprehensive business plan which will include financial, human resource, marketing, event planning and crisis response data.
- Assess the health of an organization through analysis of cash flow statements, income statements, balance sheets, Guest satisfaction and other operational metrics.
- Integrate and apply concepts and theories in the hospitality industry to derive valid solutions to in-class case studies and scenario based activities.
- Perform a SWOT analysis.
- Differentiate the primary selection, hiring and retention processes and formulate methods for applying the most effective procedures in class based scenarios.
- Examine the impact of and determine appropriate application of technological advances and new trends in the hospitality industry.
- Interpret demographic data to identify target markets and align strategy

### THE DISNEY ADVANCED STUDIES IN HOSPITALITY MANAGEMENT COURSE REQUIREMENTS

#### **ATTENDANCE:**

Attendance is required for all of ***The Disney Advanced Studies in Hospitality Management*** 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.**

**GRADING POLICY:**

Park Audit.....	15%
Review Quizzes.....	10%
Group Business Plan.....	30%
Group Business Plan Deadlines .....	20%
Delivery of Business Plan Pitch Proposal .....	15%
Attendance .....	10%

***The Disney Advanced Studies in Hospitality Management Course is a pass/fail course. In order to earn a passing grade, you must receive an overall score of 70% or better.***

<b>Class Meeting</b>	<b>Learning Outcomes</b>	<b>Assignments to be Completed Prior to Class</b>
1. Introduction (4 hours)	<ul style="list-style-type: none"> <li>Recognize Class Expectations and Assignments</li> <li>Define Hospitality</li> <li>Differentiate the Lines of Business and Disciplines within the Hospitality Industry</li> <li>Explore Various Career Paths</li> <li>Explain the Resort and the Project Scope</li> <li>Create a Vision and Mission Statement</li> </ul>	<ul style="list-style-type: none"> <li>Select Groups</li> </ul>
2. Business Essentials (4 hours)	<ul style="list-style-type: none"> <li>Differentiate the four functions of management</li> <li>Examine the function of The Four Keys Basics in relation to Vision/Mission and overall success</li> <li>Create quality standards</li> <li>Identify the essential elements of a business plan</li> <li>Outline the essential elements of a business plan</li> <li>Perform the steps of a SWOT analysis</li> </ul>	<ul style="list-style-type: none"> <li>Executive roles</li> <li>Vision and Mission Statement</li> </ul>
3. Finance and Measurement (4 hours)	<ul style="list-style-type: none"> <li>Derive the key metrics that contribute to successful business operations</li> <li>Differentiate between capital and expense</li> <li>Understand the Labor Management Process</li> <li>Document the measurements that drive customer satisfaction</li> <li>Appraise continuous improvement</li> </ul>	<ul style="list-style-type: none"> <li>Quality Standards</li> <li>SWOT Analysis</li> <li>Name of Business and Theme</li> </ul>
4. Human Resource Management (4 hours)	<ul style="list-style-type: none"> <li>Identify various issues related to human resource functions</li> <li>Differentiate the challenges involved in recruiting and hiring employees</li> <li>Evaluate the benefits of training and developing employees</li> <li>Critique the benefits of retaining employees and Explore the impact of leadership on retention</li> <li>Analyze and apply the four languages of recognition</li> </ul>	<ul style="list-style-type: none"> <li>Disney Family Budget Analysis</li> </ul>
5. The Guest (4 hours)	<ul style="list-style-type: none"> <li>Compare and Contrast various types of Guests and their expectations</li> <li>Demonstrate the elements of Providing Outstanding Guest Service</li> <li>Recommend Appropriate Guest Service Strategies</li> </ul>	<ul style="list-style-type: none"> <li>Positions Plan</li> <li>Training Plan</li> <li>Product Line</li> <li>Market Analysis</li> </ul>
6. Marketing (4 hours)	<ul style="list-style-type: none"> <li>Align the business with the overall brand</li> <li>Differentiate among the components of a brand</li> <li>Analyze and critique elements of global marketing campaigns</li> <li>Design a marketing plan</li> <li>Compare and Contrast the 4 Ps and the 4 Cs of Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Recognition Plan</li> <li>Positions Plan with Numbers</li> <li>Service Basics</li> </ul>
7. Events (4 hours)	<ul style="list-style-type: none"> <li>Examine the key components of Event Management</li> <li>Design an event for the Resort</li> <li>Survey methods of event evaluation to ensure continuous improvement</li> </ul>	<ul style="list-style-type: none"> <li>Global Campaign</li> <li>Marketing Plan for the Global Campaign</li> <li>1-word Brand and Logo</li> </ul>

<b>Class Meeting</b>	<b>Learning Outcomes</b>	<b>Assignments to be Completed Prior to Class</b>
8. Observation Lab (Park Audit) (4 hours)	<ul style="list-style-type: none"> <li>• Assess levels of guest service in the parks at WDW by utilizing an audit form.</li> <li>• Categorize guest service strategies.</li> <li>• Describe the elements of providing outstanding Guest Service</li> </ul>	<ul style="list-style-type: none"> <li>• Business Plan</li> </ul>
9. Technology, Trends and Crisis Management (4 hours)	<ul style="list-style-type: none"> <li>• Explore technological advances driving efficiency and competition</li> <li>• Differentiate between a fad and a trend”</li> <li>• Predict new technology trends</li> <li>• Develop an awareness of environmental initiatives in the hospitality industry</li> <li>• Compare and contrast contingency and crisis management</li> <li>• Design a management schedule for a daily operation</li> <li>• Explain the eight tasks critical to managing a crisis situation</li> <li>• Discuss the Incident Command System</li> <li>• Identify the Manager’s role in creating a safe and secure environment</li> </ul>	<ul style="list-style-type: none"> <li>• Secret Shopper Audit</li> </ul>
10. Strategic Business Presentations (4 hours)	<ul style="list-style-type: none"> <li>• Differentiate between every day and high stakes presentations</li> <li>• Identify the fundamentals of effective strategic business presentations</li> <li>• Describe the components by which their business plan presentations will be evaluated</li> </ul>	
11. Delivery of Business Plan Pitch Proposals (4 hours)	<ul style="list-style-type: none"> <li>• Demonstrate cumulative course knowledge through group presentation</li> <li>• Make an effective case for investment funding in their business</li> </ul>	<ul style="list-style-type: none"> <li>• Business Plan Pitch</li> </ul>