
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 interactive learning. (5/17)

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.