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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 lower division baccalaureate/associate degree category or in the upper division baccalaureate degree category, three semester hours in Hospitality Management, Hotel & Restaurant Management, Hospitality Administration, Management or Business Administration. (2/08) (4/11)

***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, guest service strategies, human resource, marketing, event planning and crisis response data.
- Assess the health of an organization through analysis of finance statements, 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.
- Explain each of the four steps and conduct a SWOT analysis.
- Differentiate the primary selection, hiring, training and retention processes and formulate methods for applying the most effective procedures in class-based scenarios.
- Use demographic data to identify target markets and align strategy.
- Examine the impact of and determine appropriate application of technological advances and new trends in the hospitality industry.

### 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.**

**THE DISNEY ADVANCED STUDIES IN HOSPITALITY MANAGEMENT COURSE ASSIGNMENTS:**

- Completion of an Park audit and submission of a 3-5 page critique
- Collaboration and completion of a group problem-solving activities
- Collaboration and participation in a group project to complete a business plan
- Group presentation of the business plan

**GRADING POLICY:**

Park Audit .....	10%
Quizzes .....	10%
Group Business Plan .....	50%
• Weekly Assignments	
• Final Business Plan	
Group Business Plan Presentation .....	20%
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>Establish Class Expectations and Assignments</li> <li>Define Hospitality</li> <li>Understand the Lines of Business and disciplines within the Hospitality Industry</li> <li>Explore various career paths</li> <li>Introduce the Resort and the project scope</li> </ul>	
2. Business Essentials (4 hours)	<ul style="list-style-type: none"> <li>Define the four functions of management</li> <li>Explain the function of our quality standards</li> <li>Identify the essential elements of a business plan</li> </ul>	<ul style="list-style-type: none"> <li>Management role assignment.</li> <li>Complete location Vision and Mission</li> </ul>
3. Finance and Measurement (4 hours)	<ul style="list-style-type: none"> <li>Gain an understanding of Key Metrics to controlling a business</li> <li>Discuss the difference between Capital and Expenses</li> <li>Understand the Labor Management Process</li> <li>Understand the measurements that drive customer satisfaction</li> <li>Describe Continuous Improvement</li> </ul>	<ul style="list-style-type: none"> <li>SWOT analysis for the location complete</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>Examine challenges involved in recruiting and hiring</li> <li>Evaluate the importance of training &amp; development</li> <li>Identify the importance of retention and how leadership can affect it</li> <li>Analyze and apply the four languages of recognition</li> </ul>	<ul style="list-style-type: none"> <li>List of measurable items for your location</li> </ul>
5. The Guest (4 hours)	<ul style="list-style-type: none"> <li>Define the guests</li> <li>Discover the expectations</li> <li>Describe the elements of providing outstanding Guest Service</li> <li>Identify Guest Service strategies</li> </ul>	<ul style="list-style-type: none"> <li>Complete the training plan</li> <li>Complete the recognition plan</li> <li>What types of Research help us to anticipate the guest needs</li> <li>Guest Disney trip financial data</li> </ul>
6. Contingency and Crisis Management (4 hours)	<ul style="list-style-type: none"> <li>Examine the Incident Command System</li> <li>Discuss the 8 Critical Tasks to manage a crisis situation</li> <li>Discuss the Manager's role in creating a safe and secure environment</li> </ul>	<ul style="list-style-type: none"> <li>Demographics of the guests for the Resort</li> </ul>
7. Marketing (4 hours)	<ul style="list-style-type: none"> <li>Aligning the business with the overall brand</li> <li>Benchmarking and learning from competition</li> <li>Analyze Marketing strategies</li> </ul>	<ul style="list-style-type: none"> <li>News article regarding a Hospitality Industry that is in the news</li> <li>Park Audit</li> </ul>
8. Event Planning (4 hours)	<ul style="list-style-type: none"> <li>Identify the models and methods of scheduling events</li> <li>Discuss the impact of the metrics affect on the organization</li> </ul>	<ul style="list-style-type: none"> <li>Research best practices of Marketing Strategies of a business similar to your location</li> </ul>
9. Technology and Future Trends (4 hours)	<ul style="list-style-type: none"> <li>Explore technological advances driving efficiency and competition</li> <li>Predict new trends</li> <li>Presentation Skills</li> </ul>	<ul style="list-style-type: none"> <li>Business Plan</li> </ul>
10. Business Plan work week (4 hours)	<ul style="list-style-type: none"> <li>Work on group presentations</li> <li>Turn in the outline of the presentation</li> </ul>	<ul style="list-style-type: none"> <li>Outline of Presentation</li> </ul>
11. Presentations (4 hours)	<ul style="list-style-type: none"> <li>Business Plan Presentations</li> </ul>	<ul style="list-style-type: none"> <li>Complete presentation</li> </ul>