Disney Interactive Learning Program

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 COLLEGE AND INTERNATIONAL INTERACTIVE LEARNING PROGRAM
(44 contact hours)

Credit Recommendation: In the lower division baccalaureate/associate degree category, this course has been recommended by the American Council on Education for 1 semester hour in Internship in Hospitality Management. (1/03) (12/05) (8/08)

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 World® Resort 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.
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 Presentation & Quiz ................................................... 15%
Online learning and worksheet ................................................. 15%
Interview worksheet .............................................................. 10%
Corporate Partnership Project .................................................. 15%
Technology worksheet .............................................................. 10%
Research paper ........................................................................ 20%
Attendance ........................................................................... 15%

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.
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<th>Class Meeting</th>
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| 1. Welcome and Introduction (3 hours) | • Establish course expectations and objectives  
• Define professionalism  
• Investigate the early history of The Walt Disney Company                                                                                                                                       |                                                                                  |
| 2. Heritage Presentations and Quiz (3 hours) | • Demonstrate knowledge of heritage through presentations                                                                                                                                                      | Podcast presentation/discussion                                                  |
| 3. Park Experience (3 hours)        | • Recognize the degree to which heritage influences our business.  
• Perform a self-appraisal and formulate steps for improved success.                                                                                                                                          |                                                                                  |
| 4. Globalization/Corporate Partnership Project (3 hours) | • Identify corporate partnerships within the Walt Disney Company  
• Investigate the pros and cons of corporate partnerships.                                                                                                                                                |                                                                                  |
| 5. Communication and Disney (3 hours) | • Differentiate internal and external communication targets and goals.  
• Compare and contrast methods of internal and external corporate communication.  
• Create a mock webpage that provides an ideal work communication vehicle for the millennial generation                                                                                       | Complete Corporate Partnership project                                           |
| 6. Communication Park Experience (3 hours) | • Use available guest communication resources  
• Evaluate usefulness and propose recommendations.                                                                                                                                                             |                                                                                  |
| 7. Leadership Development (3 hours) | • Complete online learning on leadership  
• Relate learning from online class to observed leadership experiences.                                                                                                                                 | Complete Corporate Partnership Research Paper                                    |
| 8. Situational Leadership (3 hours) | • Distinguish ways in which leadership interventions differ between routine and complex tasks  
• Compare and contrast the key generational characteristics of the millennials and boomers  
• Examine the challenges of synchronizing individual skill and talent, task and work environment.  
• Design a break room which considers the needs of a specific generation of worker                                                                                                                   | Complete online learning course and worksheet                                    |
| 9. Leadership Interviews (3 hours) | • Relate key leadership learnings from coursework to Disney leader interview  
• Complete interview with Disney leader                                                                                                                                                                      |                                                                                  |
| 10. Technology Park Experience (3 hours) | • Rank technology offerings for guests according to perceived levels of innovation  
• Describe how technology contributes to learning opportunities                                                                                                                                            | Complete leadership interview worksheet                                           |
| 11. Creativity & Innovation in our World (3 hours) | • Differentiate the ways creativity and innovation are applied across the WDW Resort  
• Analyze the application of creativity to keeping our guests and cast safe  
• Design event factoring in the key topics discussed                                                                                                                                                    |                                                                                  |