



## The Disney College Program Practicum Course Syllabus - REVISED May 2007

Contact: Suite #2605, Vista Way  
P.O. Box 10,000  
Lake Buena Vista, FL 32830

Tel: (407) 827-1243  
Fax: (407) 560-8899

Please contact the College Program Education Office for current instructor office hours.

### THE DISNEY COLLEGE PROGRAM PRACTICUM COURSE FOCUS

(37 contact hours and 24 hours of directed activities)

**Credit Recommendation:** In the lower division baccalaureate/associate or upper division baccalaureate degree category, this course has been recommended by the American Council on Education for three semester hours in Internship in Hospitality Management, Internship in Hotel and Restaurant Management, or Internship in Institutional Management. (02/06)

*The Disney College Program Practicum* course uses a directed working and learning experience to expand knowledge of successful organizational practices. This course is designed to meet a participant's need for an integrated work-study internship program that provides transferable knowledge and skills to all participants. Class content is delivered through lectures, group discussions, learning activities, and situational studies.

### THE DISNEY PRACTICUM COURSE LEARNING OBJECTIVES

- Identify knowledge, skills, and behavior needed by leaders to achieve success in The Walt Disney Company
- Identify 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 importance of The Walt Disney Company's corporate culture and how it creates a competitive advantage for Disney
- Identify The Walt Disney Company's Enterprise Leadership Competencies
- Recognize the importance of innovation and technology to the success of The Walt Disney Company and its future
- Explore productivity and its significance in The Walt Disney Company's successful business
- Apply class learning to business case studies
- Discuss the value of diversity in the workplace
- Evaluate the impact of competition, service, and globalization to The Walt Disney Company
- Heighten participant's awareness of the various ways The Walt Disney Company is involved with the community and the environment
- Review The Walt Disney Company origin, culture, and values

## THE DISNEY COLLEGE PROGRAM PRACTICUM COURSE REQUIREMENTS

### ATTENDANCE:

Attendance is required for all of *The Disney College Program Practicum* 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 (one of the following will be assigned and required for an assigned worksheet due week six, the remaining four are required readings for discussion in week six):

#### Case 1

Brockus, Susan. "Where Magic Lives™: Disney's Cultivation, Co-Creation, and Control of America's Cultural Objects." *Popular Communication* 2, no. 4 (2004): 191-211. *Communication & Mass Media Complete*, EBSCOhost (accessed November 3, 2006).

Abstract: The Walt Disney Company today is a veritable cultural machine, churning out new produces and recycling old in ways that build and maintain a consumer base that spans generations. Although it is true that Disney's contemporary' box office success is subject to significant competition, the company has a distinct advantage: A strategic grasp on key cultural objects—characters the American public has grown to hold quite dear—and the means with which to maintain and promote them. Disney products thus serve as both memory inkers and memory makers, absorbing original works and forming a cultural heritage that is reinforced and reproduced cooperatively between Disney and the American public. [ABSTRACT FROM AUTHOR]

#### Case 2

Brookey, Robert Alan, and Robert Westerfelhaus. 2005. "The digital auteur: Branding identity on the Monsters, Inc. DVD." *Western Journal of Communication* 69, no. 2: 109-128. *Communication & Mass Media Complete*, EBSCOhost (accessed November 8, 2006).

Abstract: Recently, Pixar and Disney parted ways, severing a very profitable partnership. The authors of this study argue that this business split is anticipated in and facilitated by the extra textual features included with DVD releases of Pixar films. To illustrate, the authors examine extra features accompanying Pixar's DVD release of *Monster's, Inc.* This examination identifies how Pixar strategically excluded Disney from such material while at the same time positioning itself as a corporate auteur capable of delivering high quality family friendly entertainment of the kind for which Disney has been famous. This study thus highlights the commercial implications of DVD extra text. [ABSTRACT FROM AUTHOR]

### Case 3

Drotner, Kirsten. "Disney Discourses, or Mundane Globalization." *Changing Media, Changing Europe 1* (2004): 91-115. *Communication & Mass Media Complete*, EBSCOhost (accessed November 3, 2006).

**Abstract:** Argues that what may be termed a "bottom-up" perspective, inherent in audience studies, may yield insights into contemporary processes of media globalization and convergence. Approaches that can be used to study the ways in which audiences articulate how they understand and live with media globalization; Focus of a notion of cultural pessimism; Processes that tend to focus on diaspora groups.

### Case 4

Hills, Johnathan and Richard Welford 2006. "Dilemmas or Debacles? A case study of Disney in Hong Kong", *Corporate Social Responsibility and Environmental Management*. 12(1): 47-54. EBSCOhost (accessed April 1, 2007).

**Abstract:** This case study focused on the *Hong Kong Disneyland*<sup>®</sup> Resort built by The Walt Disney Company in partnership with the government of Hong Kong, China. The main events in this case study have been divided into two parts, with questions following each part. Part one focuses on issues surrounding The Walt Disney Company decision to offer Shark Fin soup as part of wedding banquets at the *Hong Kong Disneyland*<sup>®</sup> Resort and the subsequent outcry from environmentalists. Part two examines multiple issues, including the removal of dogs around *Hong Kong Disneyland*<sup>®</sup> Resort, environmental concerns over the nightly fireworks displays at the Resort, and labor and community relations issues that have all resulted in negative publicity at the Resort.

### Case 5

Telotte, J. P. 2005. "Disney in Science Fiction Land." *Journal of Popular Film & Television* 33, no. 1: 12-20. *Communication & Mass Media Complete*, EBSCOhost (accessed November 8, 2006).

**Abstract:** In the wake of a highly successful and publicized series of articles on space travel in *Collier's* magazine, Walt Disney commissioned a group of episodes on the subject for his new television show *Disneyland*<sup>®</sup>. These episodes, grouped under the show's *Tomorrowland*<sup>®</sup> theme, employed many of the experts involved in the *Collier's* series, combined the Disney studio's strength in animation with live action, and set about making the facts of space science entertaining for a family audience. The shows, however, also demonstrated shifting attitudes toward science and technology at Disney, as the early efforts at emphasizing the educational aspects of the episodes eventually gave way to overblown dramatizations and even trivializations of the cultural concern with space exploration. An early and demonstrably serious concern with issues of "tomorrow" was gradually transformed into little more than an entertaining "fantasy." [ABSTRACT FROM AUTHOR]

## **SUGGESTED READINGS:**

- Billington, Jim. (1997). *Three Essentials of an Effective Team*. *Harvard Business Review*.
- Bolles, Richard Nelson. *What Color Is Your Parachute? 2000 Edition: A practical manual for job-hunters & career-changers*. Ten Speed Press, 1999.
- Connellan, Thomas K. *Inside the Magic Kingdom: Seven keys to Disney's success*. Austin, TX: Bard Press, 1997.
- Covey, Stephen. *The 7 Habits of Highly Effective People: Powerful lessons in personal change*. Fireside, 1990.
- Disney Institute. *Be Our Guest: Perfecting the art of customer service*. New York: Disney Editions, 2001.
- Eisner, Michael with Tony Schwartz. *Work in progress*. New York: Random House, 1998.
- Fjellman, Stephen M. *Vinyl Leaves: Walt Disney World and America*. Boulder, CO: Westview Press, 1992.
- Friedman, Thomas L. *The World is Flat : The globalized world in the twenty-first century*. London: Penguin, 2006.
- Fulwiler, Toby. *The Journal Book*. Greenwood-Heinemann, 1987.
- Hamilton, Rich. *Disney Magic: Business strategy you can use at work and at home*. Phoenix, AZ: Sellbetter Tools, 2003.
- Johnson, Spencer. *Who moved my cheese?: An amazing way to deal with change in your work and in your life*. London: Vermilion, 2002.
- Keeney, Ralph L. *Value-Focused Thinking: A path to creative decision making*. Harvard University Press, 1998.
- Moses, Barbara. *Career Intelligence: The 12 new rules for work and life success*. Berrett-Koehler Publishers, 1998.
- Sherriton, Jacalyn & James L. Stern. *Corporate Culture Team Culture: Removing the hidden barriers to team success*. Amacom, 1996.
- Smith, Dave. *Disney A to Z: The official encyclopedia*, 3<sup>rd</sup> ed. New York: Disney Editions, 2006.
- Stauffer, David. (1997). *Your Managerial Intuition: How Much Should You Trust It? Can You Improve It?*. Harvard Business Review.
- Stevenson, Howard H. & Gumpert, David E. (1985). *The heart of entrepreneurship*. Harvard Business Review.

## **WRITING GUIDE:**

Instructor expectations regarding assignment formatting and source referencing are detailed in your Writing Guide. Please note all assignments are to be typed and require a title page.

## **ASSIGNMENTS:**

### **Assignment #1:**

**Assignment Name:** Annual Report Worksheet

**Class Due:** Week 3 – Corporate Culture

**Type of Exercise:** Worksheet Questions

### **Details:**

You will read the provided Walt Disney Company Annual Report (excepting the Financial Statements and Supplemental Data sections). You will be required to complete a worksheet with various questions related to the information contained in the report.

### **Assignment #2:**

**Assignment Name:** Individual Informative Speech

**Class Due:** Week 4 (Technology and Innovation) or Week 8 (Globalization)

**Type of Exercise:** 4 to 5 minute Individual Speech

### **Details:**

You will prepare a 4–5 minute informative speech on a topic that will be assigned in the first week of class. A visual aid related to your topic is expected. Approximately one-half of the class will present in week 4 – Technology and Innovation, while the other half of the class will present in week 8 – Globalization. The speeches will cover topics related to their respective week’s content. A summary, not more than one page in length, of your research should also be turned in. This summary should follow the format shown on page 8 of your Writing Guide. You are required to cite at least two formal sources in your presentation.

### **Assignment #3:**

**Assignment Name:** Case Study Worksheet

**Class Due:** Week 6 – Case Studies

**Type of Exercise:** Worksheet Questions

### **Details:**

Each student will sign up for one of five case studies provided by the instructor. You will be required to read your assigned case study, complete the provided worksheet, and come to class prepared to discuss your analysis in group forums and present your findings to the class. Sign-up for topics will occur in week two, and will be limited to a maximum of 10 students per topic.

**Assignment #4:**

**Assignment Name:** Applied Learning Journal

**Class Due:** Week 7

**Type of Exercise:** Journal

**Details:**

You will complete and submit an Applied Learning Journal. It will document how you integrated in-class instruction and required readings into your on the job performance. The Applied Learning Journal will provide a way for you to self-assess and benchmark against The Walt Disney Company Competencies throughout the span of this term.

**Assignment #5:**

**Assignment Name:** Community Responsibility Paper

**Class Due:** Week 9

**Type of Exercise:** Paper

**Details:**

You will complete and submit a 3–4 page paper that addresses one of the following areas of community responsibility as it relates to The Walt Disney Company:

- Environmental Responsibility
- Community Relations
- Media Relations
- Government Relations

You may choose any one of the four areas but you must address the following points as they relate to your chosen area or interest:

1. Identify a need that The Walt Disney Company is currently addressing as it relates to this area of interest. (i.e., if you chose environmental responsibility, and then types of recycling as your topic, what need within The Walt Disney Company is being addressed currently by this?)
2. In your future career, how can you influence company policy to incorporate this area of interest? (i.e., again, if you chose environmental responsibility, and then types of recycling as your topic, how could you influence your future company to view recycling as a viable practice?)

For additional information and ideas for topics, you should go to:

<http://wdwpublicaffairs.com/>

**Assignment #6:**

**Assignment Name:** Corporate Culture Reflection Paper

**Class Due:** Week 10 – Guest Speaker/Final Exam

**Type of Exercise:** 3 to 4 page paper

**Details:**

A typed 3 to 4 page reflection paper summarizing your Key Learnings, Self-Analysis, Personal Changes, and Future Career Objectives.

Points of reflection:

- Your learnings concerning the history, heritage, and corporate culture of The Walt Disney Company
- Analyze the components of the Disney corporate culture that matter most for your own needs and values, as they relate to a future employer
- Analyze aspects of the Disney corporate culture that are not right for you
- Changes that you have seen in yourself since your program started
- How this experience can be applied as you pursue future employment opportunities

**Assignment #7:**

**Assignment Name:** Final Exam

**Class Due:** Week 11

**Type of Exercise:** Multiple Choice Exam

**Details:**

You will take one objective exam at the conclusion of the course. This is a multiple-choice response evaluation to assess your understanding of course material, including in-class instruction and assigned readings.

**GRADING POLICY:**

Attendance and class participation.....	20%
Annual Report Worksheet .....	10%
Individual Informative Speech .....	15%
Case Study Worksheet and Discussion .....	5%
Applied Learning Journal .....	10%
Community Responsibility Paper .....	10%
Corporate Culture Reflections Paper .....	10%
Final Exam .....	20%

The Disney College Program Practicum is a pass/fail course. In order to earn a passing grade, you must receive an overall score of 70% or better.

**THE DISNEY COLLEGE PROGRAM PRACTICUM COURSE OUTLINE**

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
Traditions (4 hours)	<ul style="list-style-type: none"> <li>• Share the heritage of the <i>Walt Disney World</i>® Resort and our traditions</li> <li>• Discuss the Quality Standards that impact guest satisfaction and continuous improvement</li> <li>• Recognize the importance of property awareness</li> <li>• Increase participant’s understanding of the standards of ethical and legal conduct</li> <li>• Heighten participant’s awareness of sexual harassment and general harassment/discrimination issues and policies against such harassment</li> <li>• Provide participants with resources and information regarding where they can get help</li> </ul>	
1. Introduction to Practicum (3 hours)	<ul style="list-style-type: none"> <li>• Establish course norms and expectations</li> <li>• Define student expectations and explore personal goals</li> <li>• Introduce the concepts of segment and enterprise</li> <li>• Review Course Syllabus including course requirements, evaluations, and sequences of classes</li> <li>• Familiarize participants with the resources of the Disney Learning Centers</li> <li>• Introduce the Applied Learning Journal, the journaling process, and the Student Performance Feedback Form</li> <li>• Understand the requirements of the College Program Writing Guide</li> </ul>	
2. Disney History and Heritage (3 hours)	<ul style="list-style-type: none"> <li>• Describe the history of The Walt Disney Company</li> <li>• Describe how the culture of The Walt Disney Company started with Walt Disney the man</li> <li>• Define “Segment” as it relates to The Walt Disney Company</li> <li>• Define “Enterprise” as it relates to The Walt Disney Company</li> </ul>	<ul style="list-style-type: none"> <li>• Read Case Study #1</li> </ul>

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
3. Corporate Culture (3 hours)	<ul style="list-style-type: none"> <li>• Define “Corporate Culture”</li> <li>• Describe the importance of “Corporate Culture” as it relates to creating competitive advantage</li> <li>• Define the Disney Look</li> <li>• Describe how the Disney Look relates to Disney Corporate Culture</li> <li>• Define the Disney Leadership Competencies</li> <li>• Define “Competency” in relation to the Disney Leadership Competencies</li> <li>• Define the “Disney Values”</li> <li>• Use the Disney Leadership Competencies to develop individual goals for the College Program experience</li> </ul>	<ul style="list-style-type: none"> <li>• Disney Annual Report Worksheet Questions</li> <li>• Read Case Study #2</li> </ul>
4. Technology and Innovation (3 hours)	<ul style="list-style-type: none"> <li>• Define “Innovation” as it relates to The Walt Disney Company</li> <li>• Discuss technology innovations that assist our Guests</li> <li>• Discuss technology innovations that assist our Cast</li> <li>• Discuss technology innovations that assist our Business</li> </ul>	<ul style="list-style-type: none"> <li>• Technology and Innovation Individual Informative Speech (half of class)</li> <li>• Read Case Study #3</li> </ul>
5. Productivity (3 hours)	<ul style="list-style-type: none"> <li>• Review Leadership Competencies: Think Strategically, Inspire Creativity and Innovation, and Champion Change, as they relate to the concept of productivity</li> <li>• Define “Productivity” as it relates to The Walt Disney Company</li> <li>• Explore the use of vision, mission, and brand essence in maintaining a competitive advantage</li> <li>• Recognize how Disney uses cost advantage and differentiation marketing</li> <li>• Understand paradigm shifts and how they relate to decision making</li> </ul>	<ul style="list-style-type: none"> <li>• Read Case Study #4</li> </ul>

<b>Class Meeting</b>	<b>Learning Outcomes</b>	<b>Assignments to be Completed Prior to Class</b>
6. Case Studies (3 hours)	<ul style="list-style-type: none"> <li>• Demonstrate applied learning of Disney culture, values, and competencies through team case studies</li> </ul>	<ul style="list-style-type: none"> <li>• Read assigned Case Study</li> <li>• Review ALL case studies and be prepared to them discuss in groups</li> <li>• Complete Worksheet Questions for assigned Case Study</li> </ul>
7. Diversity (3 hours)	<ul style="list-style-type: none"> <li>• Discuss Diversity in the workplace</li> <li>• Describe personal diversity traits and their impact</li> <li>• Explore the importance of diversity to corporate competitive advantage</li> <li>• Discuss how diversity is practiced by The Walt Disney Company</li> <li>• Discuss diversity and how it relates to both Guests and Cast Members</li> </ul>	<ul style="list-style-type: none"> <li>• Applied Learning Journal Due</li> </ul>
8. Globalization (3 hours)	<ul style="list-style-type: none"> <li>• Define the term “Globalization” and how it relates to The Walt Disney Company</li> <li>• Discuss how competition, pricing trends, politics, terrorism, and other issues affect our business</li> <li>• Discuss the demographics of our Guests, their duration of stay, future markets, and their labor force</li> </ul>	<ul style="list-style-type: none"> <li>• Globalization Individual Informative Speech (half of class)</li> </ul>
9. Community Responsibility (Public Affairs) (3 hours)	<ul style="list-style-type: none"> <li>• Discuss the ways that The Walt Disney Company stays involved with the community</li> <li>• Discuss the various environmental initiatives the <i>Walt Disney World</i>® Resort utilizes to reduce, reuse, and recycle</li> <li>• Define “Corporate Citizenship” as it relates to The Walt Disney Company</li> </ul>	<ul style="list-style-type: none"> <li>• Community Responsibility Paper Due</li> </ul>
10. Guest Speaker/Final exam/ Course Evaluation (3 hours)	<ul style="list-style-type: none"> <li>• Discuss the role of a <i>Walt Disney World</i>® Ambassador</li> <li>• Discuss the heritage of The Walt Disney Company</li> <li>• Preparation for Final Exam</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Culture Reflection Paper Due</li> <li>• Be prepared to discuss any outstanding issues from the term and present any questions you may have for final exam review</li> </ul>

<b>Class Meeting</b>	<b>Learning Outcomes</b>	<b>Assignments to be Completed Prior to Class</b>
11. Final Exam (3 hours)	<ul style="list-style-type: none"> <li>• Discuss learning gained through the Practicum experience</li> <li>• Explore the value of the Practicum experience</li> <li>• Assess learning through objective final exam</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare for Final Exam!</li> </ul>
Lab Work (24 hours)	Apply classroom learning to work environment	