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## Disney Corporate Analysis Course

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**THE DISNEY CORPORATE ANALYSIS COURSE** (formerly *Disney College Program Practicum Course*)  
(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 Hospitality Management, Hotel and Restaurant Management, Business Administration or Management. (02/00) (1/03) (12/05) (8/08)

The **Disney Corporate Analysis course** provides an organizational exploration of The Walt Disney Company and covers a variety of topics including its corporate history, structure, governance, performance, and culture. In addition, students will learn more about our Company's concepts around innovation & technology, globalization, history & heritage, community responsibility, and diversity & inclusion. Class content is delivered through lectures, group discussions, learning activities, and situational studies.

### THE DISNEY CORPORATE ANALYSIS 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 CORPORATE ANALYSIS COURSE REQUIREMENTS

#### ATTENDANCE:

Attendance is required for all of ***The Disney Corporate Analysis*** 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:**

Required readings will be distributed in-class by the Instructor.

**COURSE ASSIGNMENTS:**

- Each participant will be required to complete a variety of assignments including in-class case studies, written assignments, and interactive experiences.
- Participants will take one objective exam at the conclusion of the course. It will be a multiple-choice response evaluation to assess participant understanding of course material, including in-class instruction and required reading material.

**GRADING POLICY:**

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

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

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
1. Introduction to Corporate Analysis (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>
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. Innovation & Technology (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) with typed outline and visual aid</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>

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
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) with typed outline and visual aid</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><sup>®</sup> 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 Worksheet 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>
11. Final Exam (3 hours)	<ul style="list-style-type: none"> <li>• Discuss learning gained through the Corporate Analysis experience</li> <li>• Explore the value of the Corporate Analysis experience</li> <li>• Assess learning through objective final exam</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare for Final Exam!</li> </ul>