HOSP 1580-Customer Service and Conflict Resolution-N1
HOSP 2520-Marketing of HOSP Services
HOSP 2600-Leadership of HOSP Industry
HOSP 2620-Training and Development of HOSP Industry

Disney College Program
Spring 2016

Lecture Hours: Online  Lab Hours: 0  Credit Hours: 12

Class Time: Online  Days: Online  Room: Online

Instructor’s Name: Ginny Garner

Instructor's Contact Information: BU #208
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www.facebook.com/CreatingExperienceMakers
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(I will respond to emails within 24-hours, Monday-Friday)
Office Hours: **Monday and Wednesday**: 1:00 p.m.-2:30 p.m.  
**Tuesday and Thursday**: 10:00 a.m.-11:00 a.m. & 1:45 p.m.-2:15 p.m.

**Course Description**: These courses will provide the student the opportunity to understand and demonstrate the importance of customer service and conflict management; leadership concepts in the hospitality industry; training and development skills in the hospitality industry, and marketing strategies within the hospitality industry during throughout a semester-long internship at the Walt Disney World Resort in Orlando, FL.

**Statement of Prerequisites**: None

**Institutional Outcomes**:
- Demonstrate effective oral and written communication
- Solve problems using critical thinking and creativity
- Appreciate aesthetic and creative activities
- Use appropriate technology and information to conduct research

**Program Goals**:
- The School of Business and Industry provides students with the academic programs of general and specialized learning in preparation for responsible careers in the world of business.
- Hospitality majors have the opportunity to pursue a top-quality two-year degree in Hospitality Management that provides the skills and abilities to succeed in the business world upon graduation.
- This educational experience enables students to develop the expertise needed to function in a retail environment and to develop an understanding of the social and economic forces shaping the future of the world’s economy.

**Course Goals**: To demonstrate customer service, conflict management, leadership, and training and development skills in the workplace while implementing sound, hospitality-based marketing skills.

**Course Objectives**: At the completion of this course students should be able to:
• To Communicate verbally, and in writing the strategies for managing conflict.
• Demonstrate good customer service electronically, verbally, and in writing form.
• Demonstrate a professional attitude and work ethic.
• Understand the total sum of the guest experience and demonstrate the planning and execution of exemplary guest service.
• Explore leadership theory and research and discuss application in the participant’s current work situations.
• Develop deep understanding of a particular leadership approach, work validated in group paper and presentation
• Experience leadership skills first hand through participation in all of the organizational leadership classes and activities.
• Appraise and apply knowledge, skills, and behavior needed by leaders to achieve success in The Walt Disney Company.
• Evaluate 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 ways brand and corporate culture create a competitive advantage for corporations.

**Methodology:** Online course with successful completion the Disney Corporate Analysis course (on Disney property); completion of the Disney Organizational Leadership Course (on Disney property), four 3-5 page reflections papers based on the student’s experiences on Disney paper, and a journal reflection about the student’s day-to-day guest interactions on Disney property.

**Evaluation Criteria:** These four courses are set-up in three-week blocks that consist of four papers for 250 points/each, four journal entries for 250 points/each, and the completion of two Disney College program classes where grades will be transferred in on a 100 point scale.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identified information will be removed from student work.

*(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)*

**Participation:** If you are not participating in the class you will not pass.
Grading:

Disney Organizational Leadership Course (HOSP 2600) : 1000 Points

Disney Corporate Analysis Course (HOSP 2620): 1000 Points

HOSP 2520, MKT of HOSP Industry: Two Papers and Two Journal Entries: 1000 Points

HOSP 1520, Customer Service and Conflict Resolution: Two Papers and Two Journal Entries: 1000 Points

Total: 1,000 Points

• Grades will be posted in the grade book section of your Moodle account.

• Grades will not be given over the phone or to anyone other than the student without the proper documentation.

• Your final grade will be based on the percentage points you receive on the tests, discussion assignments, and final project.

  90-100 = A
  80- 89 = B
  70- 79 = C
  60- 69 = D
  59- O = F

Required Text, Readings, and Materials:


• Cockerell, Lee, Creating Magic, 10 Common Sense Leadership Strategies from a Life at Disney (2008). Doubleday (Second Eight Weeks)

**Class Policies:** Last Date to Change to Audit Status or to Withdraw with a W Grade: April 14th, 2015.

**Student Rights and Responsibilities:** Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

**Chain of Command:** If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

**Academic Dishonesty:** (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

**Official Means of Communication:** Casper College faculty and staff will employ the student’s assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

**ADA Accommodations Policy:** If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.