
Disney Corporate Analysis Course

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THE DISNEY CORPORATE ANALYSIS 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, corporate social responsibility, and diversity & inclusion. Class content is delivered through lectures, group discussions, learning activities, and situational studies.

THE DISNEY CORPORATE ANALYSIS COURSE LEARNING OBJECTIVES

- Apply knowledge, skills, and behavior needed by leaders to achieve success in The Walt Disney Company
- Discuss 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
- Describe components of The Walt Disney Company's Enterprise Leadership Competencies and how they can be applied in your future career
- Recognize the value 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
- Demonstrate mastery of concepts discussed in class through case studies
- Evaluate the impact of competition, service, and global expansion to The Walt Disney Company
- Identify the various ways The Walt Disney Company is involved with the community and the environment
- Recognize The Walt Disney Company origin, culture, and values
- Compare and contrast how The Walt Disney Company utilizes synergy between business segments with other businesses in the industry

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 Midterm exam. It will be a multiple-choice response evaluation to assess participant understanding of course material, including in-class instruction and required reading material.
- All assignments are detailed in the Corporate Analysis Syllabus Supplement received in the first class.

GRADING POLICY:

TWDC Year in Review Questions.....	10%
Midterm Exam	15%
Research and Discussion Questions	15%
Applied Learning Journal	10%
Corporate Culture Reflection Paper	15%
Case Study Discussion/Questions	10%
Synergy Field Experience worksheet	10%
Fortune 100 Compare/Contrast assignment.....	5%
Attendance	10%

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"> • Establish course norms and expectations • Define student expectations and explore personal goals • Review Course Syllabus and Supplement including course requirements, evaluations, and sequences of classes • Familiarize participants with the resources of the Disney Learning Centers and Cast Service Centers • Introduce the Applied Learning Journal, the journaling process, and the Student Performance Feedback Form • Understand the requirements of the College Program Writing Guide • Define “Segment” and “Enterprise” as they relate to The Walt Disney Company 	
2. Disney History and Heritage (3 hours)	<ul style="list-style-type: none"> • Describe the history of The Walt Disney Company • Describe how the culture of The Walt Disney Company started with Walt Disney the man 	<ul style="list-style-type: none"> • Read TWDC Year in Review • Sign up for Research and Discussion topic
3. Corporate Culture (3 hours)	<ul style="list-style-type: none"> • Define “Corporate Culture” and TWDC 3 Priorities • Describe the importance of “Corporate Culture” as it relates to creating competitive advantage • Define the Disney Look • Describe how the Disney Look relates to Disney Corporate Culture • Define the Disney Leadership Competencies • Define “Competency” in relation to the Disney Leadership Competencies • Define the “Disney Values” and the Four Keys • Use the Disney Leadership Competencies to develop individual goals for the College Program experience 	<ul style="list-style-type: none"> • Read Applied Learning Journal • TWDC Year in Review Questions DUE
4. Corporate Social Responsibility (3 hours)	<ul style="list-style-type: none"> • Discuss the ways that The Walt Disney Company stays involved with the community • Discuss the various environmental initiatives the <i>Disneyland</i>® Resort and the <i>Walt Disney World</i>® Resort utilizes to reduce, reuse, and recycle • Define “Corporate Citizenship” as it relates to The Walt Disney Company 	<ul style="list-style-type: none"> • Read Corporate Social Responsibility section of TWDC Year in Review • Read 2 articles from the website www.wdwpublicaffairs.com and prepare for discussion
5. Parks & Resorts and Midterm Review (3 hours)	<ul style="list-style-type: none"> • Describe the organizational structure of the Parks & Resorts Segment • Discuss technology, creativity, and global expansion examples within Parks & Resorts • Define “Productivity” as it relates to The Walt Disney Company • Explore the use of vision, mission, and brand essence in maintaining a competitive advantage • Understand paradigm shifts and how they relate to decision making • Review for Midterm Exam 	<ul style="list-style-type: none"> • Research & Discussion of Parks & Resorts Topics for Talk Show are DUE

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
6. Midterm & TWDC Corporate (3 hours)	<ul style="list-style-type: none"> • Assess learning through objective Midterm Exam • Describe the businesses that fall within TWDC Corporate segment • Define the vision and mission of Business units within TWDC Corporate • Discuss how the priorities of Technology and Global Expansion are utilized within the Corporate Segment • Explore the Walt Disney International business unit • Review the concept of Corporate Synergy 	<ul style="list-style-type: none"> • Prepare for midterm exam • Read the Walt Disney International portion of The Year in Review
7. Studio Entertainment & Media Networks (3 hours)	<ul style="list-style-type: none"> • Describe the organizational structure of Studio Entertainment and Media Networks • Explore the various business areas within the segments Studio Entertainment and Media Networks • Discuss the technology, creativity and global expansion examples for Studio Entertainment and Media Networks 	<ul style="list-style-type: none"> • Applied Learning Journal DUE • Research & Discussion of Studio Entertainment and Media Networks Topics for Talk Show DUE
8. Consumer Products & Interactive Media (3 hours)	<ul style="list-style-type: none"> • Describe the organizational structure of Consumer Products and Interactive Media • Explore the various business areas within the segments Consumer Products and Interactive Media • Discuss technology, creativity and global expansion examples for Consumer Products and Interactive Media 	<ul style="list-style-type: none"> • Research & Discussion of Consumer Products and Interactive Media Topics for Talk Show DUE
9. Case Studies (3 hours)	<ul style="list-style-type: none"> • Demonstrate applied learning of Disney culture, values, and competencies through team case studies 	<ul style="list-style-type: none"> • Corporate Culture Reflection Paper DUE • Case Study Group Discussion/Questions DUE in class
10. Synergy Field Experience (3 hours)	<ul style="list-style-type: none"> • Identify practical examples of synergy (for example: high-level partnering and connections) among TWDC segments by exploring a Disney theme park with the perspective of Corporate Analysis • Collaborate within each team to complete activities, tasks, and trivia worksheets according to schedule 	<ul style="list-style-type: none"> • Synergy Field Experience worksheet DUE in class
11. Synergy Debrief and Guest Speaker (3 hours)	<ul style="list-style-type: none"> • Discuss learning gained through the Corporate Analysis experience • Debrief the synergy examples found during the Synergy Field Experience and the comparisons of the Fortune 100 companies • Discuss the role of Disneyland or Walt Disney World Ambassador 	<ul style="list-style-type: none"> • Prepare for Synergy debrief • Fortune 100 Compare and Contrast DUE