



**AMERICAN COUNCIL ON EDUCATION  
COLLEGE CREDIT RECOMMENDATION SERVICE**

**CREDIT RECOMMENDATIONS FOR**

**The Walt Disney Co.**

**Review Dates  
December 14, 2005**

**9 Courses  
Site Review**

**The Walt Disney Co.**  
***Course Summary***

***Disney Leadership Speaker's Series 0006***

**CREDIT RECOMMENDATION:**

In lower division baccalaureate/associate degree category or upper division baccalaureate degree category, 1 semester hour in Leadership or Management (2/00)(1/03)(12/05).

***Disney Organizational Leadership Course 0007***

**CREDIT RECOMMENDATION:**

In lower division baccalaureate/associate degree category or upper division baccalaureate degree category, 3 semester credits in Management Development, Organizational Development, Management or Business Administration (2/00) (1/03) (12/05).

***Disney Marketing U Course 0009***

**CREDIT RECOMMENDATION:**

In the lower division baccalaureate/associate degree category, 3 semester hours in Personal or Career Development (1/03) (12/05).

March/27/2006

**Disney Leadership Speaker's Series (0006)**

**ACE Transcript Data:** WALT-0006

**Location:** Versions 1 and 2: Lake Buena Vista, Florida.

**Length:** <I>Version 1:<P>18 hours (8-12 weeks).<I>Version 2:<P>25 hours (10 weeks).

**Dates:** <I>Version 1:<P>June 2000-August 2002<I>Version 2:<P>September 2001-Present

**Objective:** Versions 1 and 2: To stimulate critical thinking about the leadership process through a structured exposure to Walt Disney World® Resort executives and other renowned speakers.

**Learning Outcome:** Versions 1 and 2: Upon successful completion of this course, the participant will be able to identify successful leadership strategies employed in various lines of business; understand elements involved in creating a successful career; examine and validate similarities and differences in leadership techniques; recognize opportunities available for career sequencing; examine and validate similarities and differences in leaders' paths to success; understand the importance of vision and mission in strategic planning and excellent guest service.

**Instruction:** Versions 1 and 2: Major topics covered in the course are leadership strategies; elements of creating a successful career; differences in leadership techniques; opportunities available for career sequencing; differences in leaders' paths to success; the importance of vision and mission. Methods of instruction include lecture, discussion, audio-visual material, and a final examination.

**Credit Recommendation:** Versions 1 and 2: In lower division baccalaureate/associate degree category or upper division baccalaureate degree category, 1 semester hour in Leadership or Management (2/00)(1/03)(12/05).

March/27/2006

**Disney Marketing U Course (0009)**

**ACE Transcript Data:** WALT-0009

**Location:** Versions 1 and 2: Lake Buena Vista, Florida

**Length:** <I>Version 1:<P>40 hours (32 classroom hours and 8 hours of directed activities).<I>Version 2:<P>44 hours.

**Dates:** <I>Version 1:<P>January 2003-November 2005<I>Version 2:<P>December 2005-Present

**Objective:** Versions 1 and 2: To develop skills to enhance future career marketability and assist students develop career objectives.

**Learning Outcome:** Versions 1 and 2: Upon successful completion of this course, the participant will be able to maximize student's internship experience as well as any prior/subsequent work experience, utilizing transferable skills noted in the Secretary of Labor's SCANS report; learn how to market skills of communication, customer service, problem solving, conflict resolution, decision-making, self-management, and creative thinking; participants will develop a career focus, a marketing plan, cover letter, resume, networking strategy, interview and negotiation techniques.

**Instruction:** Versions 1 and 2: Instruction: Major topics covered in the course are career focus, professional career goals; workplace expectations and career attributes; identification of transferable skills; personal brand; resume writing; interview skills; and negotiating skills. Methods of instruction include lecture, discussion, classroom exercises, case studies, audio-visual material, and a final portfolio.

**Credit Recommendation:** Versions 1 and 2: In the lower division baccalaureate/associate degree category, 3 semester hours in Personal or Career Development (1/03) (12/05).

March/27/2006

**Disney Organizational Leadership Course (0007)**

**ACE Transcript Data:** WALT-0007

**Location:** Versions 1 and 2: Lake Buena Vista, Florida.

**Length:** <I>Version 1:<P>40 hours (8-12 weeks).<I>Version 2:<P>44 hours.

**Dates:** <I>Version 1:<P>June 2000-May 2002<I>Version 2:<P>June 2002-Present

**Objective:** Versions 1 and 2: To build repeatable and transferable leadership knowledge and skills through the analysis of universal principles of leadership theory and its application within a personal and corporate environment.

**Learning Outcome:** Versions 1 and 2: Upon successful completion of this course, the participant will be able to formulate personal attributes and behaviors based on leadership theory and research; develop thesis driven research skills; increase self-awareness and reduce interaction blind spots.

**Instruction:** Versions 1 and 2: Major topics covered in the course are leadership for building effective teams; corporate leadership including comparing and contrasting management and leadership behaviors; application of McGregor's X,Y Leadership Theory to organizational behavior; situational leadership; leadership styles; time and career management; diversity in the workplace; group process for business decisions; theories of Solomon Asch, Fred Emery, and Eric Trist; Myers-Briggs Type Indicator®; and Leading Change. Methods of instruction include lecture, discussion, classroom exercises, case studies, audio-visual material, and a final portfolio.

**Credit Recommendation:** Versions 1 and 2: In lower division baccalaureate/associate degree category or upper division baccalaureate degree category, 3 semester credits in Management Development, Organizational Development, Management or Business Administration (2/00) (1/03) (12/05).