

# AMERICAN COUNCIL ON EDUCATION

## COURSE SUMMARIES AND CREDIT RECOMMENDATIONS

### The Walt Disney Company

The Walt Disney Company, founded by two brothers, Walt and Roy Disney, began as a humble animation studio in 1923. In its 86 extraordinary years, Disney has earned the distinction of being one of the most recognized names in the world today. With over 11 theme parks spread across 3 continents and divisions including Studio Entertainment, Television, Interactive Media and Consumer Products, there are an impressive 150,000 Cast Members worldwide. Education, training, and development for these 150,000 Cast Members is most critical in upholding the very foundation by which the company's success was built: To produce unparalleled entertainment, creativity and storytelling and to deliver exceptional and consistent guest service worldwide. This effort is lead, created and coordinated through extensive Training and Development resources of this remarkable corporation.

Specifically, The Walt Disney World and Disneyland Resorts encourage education at all levels and provide training to all departments. Programs are designed to meet the learning and developmental needs of adults in today's business world. Cast members may choose from a wide range of professionally designed and professionally taught courses. In addition, there are a number of 'learning tracks' that are appropriate for cast members at various stages of their careers and include required courses.

Course development and course revision go far beyond teaching Cast Members what to do. The courses also provide participants with the tools to apply their learning on the job, help them continuously improve their interpersonal skills with our guests and other cast members, and continue to be introduced to the most relevant aspects of their education, training, and development within all of our 3,000 plus job classifications. In addition, through various academic partnerships and educational reimbursement plans, the company models its commitment to lifelong learning and our cast members' career development objectives.

Web Address: [www.disneycollegeprogram.com](http://www.disneycollegeprogram.com)

**Source of official student records:** Registry of Credit Recommendations, American Council on Education, One Dupont Circle, Washington, DC 20036-1193.

**Additional information about the courses:** College Credit Recommendation Service, American Council on Education, One Dupont Circle, Washington, DC 20036-1193.

### Disney Advanced Studies in Hospitality Course

ACE Number: WALT-0010  
Credit Type: Course  
Length: 44 hours (11 weeks)  
Version Dates: 02/01/2008 - Present

Description: 44 hours (11 weeks). Student will be able to define effective leadership and describe its importance; explain the concept of strategic management and the strategic planning process; critique a hospitality provider and conduct an organizational analysis; examine individual and group behavior within an organization; analyze operational issues and propose recommendations; create a cost-effective guest service recoveries; identify issues related to human resource functions; evaluate the ethical ramifications of contemporary issues; conduct an operational audit and critique the quality of a hospitality provider; describe the civil and legal rights and duties of travelers and innkeepers; evaluate the impact of terrorism on the travel and tourism industry; evaluate the hospitality manager's role in creating a safe and secure environment; explore technological advances driving efficiency and competition; identify market forces affecting growth in the hospitality industry; explore new technology, products and services for the 21st century guest; and forecast trends for the next decade.

Objective:	To explore contemporary issues and situations within the hospitality industry, develop the ability to analyze problems, and develop and propose strategic solutions.
Learning Outcome:	Upon successful completion of this course, the student will be able to define effective leadership and describe its importance; explain the concept of strategic management and the strategic planning process; critique a hospitality provider and conduct an organizational analysis; examine individual and group behavior within an organization; analyze operational issues and propose recommendations; create a cost-effective guest service recoveries; identify issues related to human resource functions; evaluate the ethical ramifications of contemporary issues; conduct an operational audit and critique the quality of a hospitality provider; describe the civil and legal rights and duties of travelers and innkeepers; evaluate the impact of terrorism on the travel and tourism industry; evaluate the hospitality manager's role in creating a safe and secure environment; explore technological advances driving efficiency and competition; identify market forces affecting growth in the hospitality industry; explore new technology, products and services for the 21st century guest; and forecast trends for the next decade.
Instruction:	Major topics covered in this course include leadership, strategic planning, international tourism, organizational behavior, communications, ethics, human resource management, hospitality security, and guest service. Methods of instruction include lecture, discussion, reading, classroom exercises, case studies, audio-visual material, and a final examination.
Credit Recommendation:	In the lower division baccalaureate/associate degree category or in the upper division baccalaureate degree category, 3 semester hours in Hospitality Management, Hotel & Restaurant Management, Hospitality Administration, Management or Business Administration (1/08)

## **Disney College & International Interactive Learning Program**

ACE Number:	WALT-0008
Credit Type:	Course
Length:	16 hours (5 weeks); 1 initial four-hour meeting followed by 4 three-hour meetings, one per week
Version Dates:	07/01/2001 - Present
Description:	16 hours (5 weeks), the participant will be able to explain the impact of communications, diversity, technology and the global economy on corporate business strategies; exhibit insight into the corporate initiatives of The Walt Disney Company; identify corporate communication strategies as related to employee excellence, client satisfaction, and business results; explain the importance of diversity in a corporate environment; define the role technology plays in employee development, client expectations, and in achieving positive business results; and identify the current impact of global economy on employees, clients, and business results.
Objective:	To explore how four key corporate concepts: diversity, communications, technology, and global economy relate to, impact, and are impacted by, employee excellence, client satisfaction, and business results.
Learning Outcome:	Upon successful completion of this course, the participant will be able to explain the impact of communications, diversity, technology and the global economy on corporate business strategies; exhibit insight into the corporate initiatives of The Walt Disney Company; identify corporate communication strategies as related to employee excellence, client satisfaction, and business results; explain the importance of diversity in a corporate environment; define the

role technology plays in employee development, client expectations, and in achieving positive business results; and identify the current impact of global economy on employees, clients, and business results.

**Instruction:** Major topics covered in the course are employee excellence, customer satisfaction, and business results as related to and impacted by diversity, communications, technology, and global economy. Methods of instruction include lecture, discussion, classroom exercises, case studies and field exercises, audio-visual material, and a final examination.

**Credit**

**Recommendation:** In the lower division baccalaureate/associate degree category, 1 semester hour in Internship in Hospitality Management (1/03) (12/05) (8/08)

## **Disney College & International Program Internship**

**ACE Number:** WALT-0013

**Credit Type:** Course

**Length:** 40-100 hours (plus 3-12 months of field experience)

**Version Dates:** 08/01/2008 - Present

**Description:** 40-100 hours (plus 3-12 months of field experience), the participant will be able to incorporate the learning experiences of the Internship Program as well as utilizing the transferable skills noted in the Secretary of Labor's SCANS (Secretary's Commission of Achieving Necessary Skills 1991) report.

**Objective:** To provide a valuable work experience within a Fortune 100 Company.

**Learning Outcome:** Upon successful completion of this course, the participant will be able to incorporate the learning experiences of the Internship Program as well as utilizing the transferable skills noted in the Secretary of Labor's SCANS (Secretary's Commission of Achieving Necessary Skills 1991) report.

**Instruction:** Major topics covered in this course are the ability to formulate the heritage, culture, and business standards of a Fortune 100 Company; demonstrate specific property awareness by investigating the brand and uniqueness of the area; demonstrate familiarization of a specific work location; learn the basic understanding of regulatory requirements within specific lines of business; demonstrate understanding of the specific line of business and how it aligned with the overall objectives for the company; increase understanding of specific lines of business by acquiring new knowledge or skills; investigate career and professional development opportunities within the company; and utilize the Disney College Program work experience to identify transferable skills. Methods of instruction include lecture, computer-based training, classroom discussion, exercises, audio-visual materials, on the job training and field experience.

**Credit**

**Recommendation:** In lower division baccalaureate/associate degree category or upper division baccalaureate degree category, 3-9 semester credits (based on the duration of field experience) in internship in hospitality, business or cooperative education (8/08)

## **Disney Communications Course**

**ACE Number:** WALT-0002

**Credit Type:** Course

**Length:** 44 hours (11 weeks)

**Version Dates:** 08/01/2008 - Present

Description:	44 hours (11 weeks). The participant will be able to identify basic listening skills: appreciate the various methods people use to process information; use an inclusive approach in communication; and handle complex situations including meetings, presentations, and facilitated classes. Emphasis is placed on preparation and delivery techniques for public speaking.
Objective:	To provide the opportunity to learn the concepts inherent in business communications and apply them in the workplace.
Learning Outcome:	Upon successful completion of this course, the participant will be able to identify basic listening skills: appreciate the various methods people use to process information; use an inclusive approach in communication; and handle complex situations including meetings, presentations, and facilitated classes. Emphasis is placed on preparation and delivery techniques for public speaking.
Instruction:	Major topics covered in the course are principles of communications; personal communication styles; effective listening; communication awareness; meetings and groups; public communication preparation and delivery; informative speech; and persuasive speech. Methods of instruction include lecture, discussion, classroom exercises, case studies, audio-visual material, midterm and final exam.
Credit Recommendation:	In the lower division baccalaureate/associate degree category, 3 semester hours in Communication, Hospitality or Business Communication (8/08)

## **Disney Corporate Analysis Course**

ACE Number:	WALT-0001
Credit Type:	Course
Former Course Title:	Disney College Program Practicum
Length:	61 hours (37 contact hours and 24 hours of directed activities).
Version Dates:	09/01/2002 - Present

Description:	61 Hours. The participant will be able to identify the knowledge, skills, and behaviors needed by business leaders to achieve corporate goals that make organizations successful; explain the importance of corporate culture and how it creates a competitive advantage; identify the role of an organization's mission in guiding policies, actions, and strategies, and apply this theory to personal decision making; describe the significance of ethical policies and behaviors in business settings; discuss the value of diversity in the workplace; define the continuous improvement cycle in terms of employee, guest, and business results; formulate strategies necessary for successful career development in corporate cultures.
Objective:	To explore knowledge, skills, and behaviors needed to achieve corporate goals that make organizations successful.
Learning Outcome:	Upon successful completion of this course, the participant will be able to identify the knowledge, skills, and behaviors needed by business leaders to achieve corporate goals that make organizations successful; explain the importance of corporate culture and how it creates a competitive advantage; identify the role of an organization's mission in guiding policies, actions, and strategies, and apply this theory to personal decision making; describe the significance of ethical policies and behaviors in business settings; discuss the value of diversity in the workplace; define the continuous improvement cycle in terms of employee, guest, and

business results; formulate strategies necessary for successful career development in corporate cultures.

**Instruction:** Major topics covered in the course are corporate heritage and traditions; performance excellence; personal style, values, and mission; Cast excellence; guest satisfaction; business results; history, creativity, and innovation of Walt Disney; corporate culture; career strategies; and diversity in the workplace. Methods of instruction include lecture, discussion, classroom exercises, case studies, audio-visual material, midterm and final examinations.

**Credit**

**Recommendation:** In lower division baccalaureate/associate degree category or upper division baccalaureate degree category, 3 semester credits in Hospitality Management or Hotel and Restaurant Management, Business Administration or Management (2/00) (1/03) (12/05) (8/08)

## **Disney Corporate Communication Course**

**ACE Number:** WALT-0011

**Credit Type:** Course

**Length:** 44 hours (11 weeks)

**Version Dates:** 02/01/2008 - Present

**Description:** 44 hours (11 weeks). Student will be able to identify key functions of organizational communication departments within a corporation; design a corporate communication strategic plan; recognize special communication functions, including government, investor, and consumer relations; conduct communication research; define and identify the impact of communication technologies on reputation management and surveillance functions; and analyze problem solving strategies associated with crisis communication; measure the costs and benefits associated with corporate community relations programs; diagram communication flows; criticize top-down versus bottom-up communication tactics; assess the impact of blogs and Web-based groups on public perception of corporate activities; identify a communications problem, create potential solutions and communicate implications; and measure the success of a communications plan.

**Objective:** To present corporate communication techniques designed to improve interactions with both internal and external stakeholders.

**Learning Outcome:** Upon successful completion of this course, the student will be able to identify key functions of organizational communication departments within a corporation; design a corporate communication strategic plan; recognize special communication functions, including government, investor, and consumer relations; conduct communication research; define and identify the impact of communication technologies on reputation management and surveillance functions; and analyze problem solving strategies associated with crisis communication; measure the costs and benefits associated with corporate community relations programs; diagram communication flows; criticize top-down versus bottom-up communication tactics; assess the impact of blogs and Web-based groups on public perception of corporate activities; identify a communications problem, create potential solutions and communicate implications; and measure the success of a communications plan.

**Instruction:** Major topics covered in this course include the communication function and how companies reach a variety of public segments such as customers, investors, employees, media, government agencies and communities located in the proximity of the corporation; the purpose and significance of various levels of communication in an organization; and the why and how of communication techniques as organizations interface with customers, employees, and the public. Methods of instruction include lecture, discussion, classroom exercises, case

studies, audio-visual material, group presentations, a mid-term examination, and a final group presentation.

Credit

Recommendation: In the lower division baccalaureate/associate degree category or in the upper division baccalaureate degree category, 3 semester hours in Communication, Hospitality Communications, Management or Business Administration (1/08)

## **Disney Creativity and Innovation Course**

ACE Number: WALT-0012

Credit Type: Course

Length: 44 hours (11 weeks)

Version Dates: 02/01/2008 - Present

Description: 44 hours (11 weeks). Student will be able to differentiate among the creative person, process, product and environment; explain the key aspects of the innovative process; define the aspects of the "intersection" and appraise its importance in innovation; validate creativity and innovation in entrepreneurial and corporate growth; assess creative development and prescribe a plan of action to enhance climates of creativity and innovation; apply primary tools for encouraging individual and group creativity; understand the nature and structure of major barriers to managing creativity and innovation; understand the implementation of primary management techniques to facilitate creativity and innovation; plan mechanisms for encouraging a culture of creativity and innovation; and critique methodologies of creativity and innovation.

Objective: To present the tenets, processes and principles of creative thinking and innovation for one to apply to meet entrepreneurial and organizational needs

Learning Outcome: Upon successful completion of this course, the student will be able to differentiate among the creative person, process, product and environment; explain the key aspects of the innovative process; define the aspects of the "intersection" and appraise its importance in innovation; validate creativity and innovation in entrepreneurial and corporate growth; assess creative development and prescribe a plan of action to enhance climates of creativity and innovation; apply primary tools for encouraging individual and group creativity; understand the nature and structure of major barriers to managing creativity and innovation; understand the implementation of primary management techniques to facilitate creativity and innovation; plan mechanisms for encouraging a culture of creativity and innovation; and critique methodologies of creativity and innovation.

Instruction: Major topics covered in this course are how to promote creativity; processes to increase innovation; contributing to a creative team; managing creativity; and establishing a culture of creativity within an organization. Methods of instruction include lecture, discussion, classroom exercises, case studies, audio-visual material, presentations, a mid-term examination, and a final group presentation.

Credit

Recommendation: In the lower division baccalaureate/associate degree category or in the upper division baccalaureate degree category, 3 semester hours in Management, Business Administration, Organizational Development, Hospitality Management, or Management Development (1/08)

## **Disney Experiential Learning**

ACE Number: WALT-0003

Credit Type: Course

Length:	66 hours (27 class hours and 39 hours directed activities).
Version Dates:	06/01/2002 - Present
Description:	66 Hours (8-12 wks). The participant will be able to identify and apply theories of adult education, experiential learning, the role of learning in corporations, and the importance of intellectual capital.
Objective:	To combine academic classroom education with on-site learning opportunities across Walt Disney Parks & Resorts.
Learning Outcome:	Upon successful completion of this course, the participant will be able to identify and apply theories of adult education, experiential learning, the role of learning in corporations, and the importance of intellectual capital.
Instruction:	Major topics covered in the course are David Kolb's theory of adult and experiential learning; interpersonal learning styles; learning theories of Edward Thorndike and Malcolm Knowles; experiential learning activities; learning theories of Kurt Lewin and John Dewey; introduction to the work of Peter Senge and the concept of a learning organization; intellectual capital; value of experiential learning and the importance of diversity as it applies to lifelong learning. Methods of instruction include lecture, discussion, classroom exercises, case studies, audio-visual material, and a final examination.
Credit Recommendation:	In the lower or upper division baccalaureate degree category, 3 semester hours in Hospitality Management, or Education (7/01) (1/03) (12/05) (8/08)

## **Disney Hospitality Management Course**

ACE Number:	WALT-0004
Credit Type:	Course
Length:	44 hours (11 weeks)
Version Dates:	06/01/2002 - Present
Description:	44 Hours. The participant will be able to explain how a corporation sustains a total commitment to quality improvement and its impact on guest service; understand the importance of differing roles in the overall guest experience; recognize and utilize the tools and techniques needed to provide excellent guest service; recognize the role of sales, product knowledge, and market segmentation in the hospitality industry; understand how to handle difficult guest situations; and utilize productivity initiatives to improve business results.
Objective:	To explore the concept of competitive advantage in the hospitality industry and how this competitive advantage is enhanced through the people within the organization, shared values, and knowledge.
Learning Outcome:	Upon successful completion of this course, the participant will be able to explain how a corporation sustains a total commitment to quality improvement and its impact on guest service; understand the importance of differing roles in the overall guest experience; recognize and utilize the tools and techniques needed to provide excellent guest service; recognize the role of sales, product knowledge, and market segmentation in the hospitality industry; understand how to handle difficult guest situations; and utilize productivity initiatives to improve business results.
Instruction:	Major topics covered in the course are competitive advantage; commitment to quality improvement; tools and techniques needed to provide excellent guest service; impact of brand and legacy to guest service; guest service in the retail industry; exceptional food and beverage



service; resort guest service; complex guest situations; and productivity initiatives. Methods of instruction include lecture, discussion, classroom exercises, case studies, audio-visual material, and a final examination.

**Credit**

**Recommendation:** In the lower or upper division baccalaureate degree category, 3 semester hours in Hospitality Management, Hotel and Restaurant Management, Management or Business Administration (2/00) (1/03) (12/05) (8/08)

## **Disney Human Resource Management Course**

**ACE Number:** WALT-0005

**Credit Type:** Course

**Length:** 44 hours (11 weeks)

**Version Dates:** 06/01/2002 - Present

**Description:** 44 hours (11 weeks). The participant will be able to identify current people management laws, practices, ethics and globalization; understand the elements of effective interviews; understand current laws impacting human resource compliance, employment, and labor relations; understand the basics of compensation, employee benefits, performance development and retention; describe effective corporate training techniques; appreciate the impact of effective environments and techniques used to maintain a healthy working atmosphere.

**Objective:** To explore the human resource management function in a corporate setting and focus on the development of the body of knowledge and skills needed by all managers and leaders.

**Learning Outcome:** Upon successful completion of this course, the participant will be able to identify current people management laws, practices, ethics and globalization; understand the elements of effective interviews; understand current laws impacting human resource compliance, employment, and labor relations; understand the basics of compensation, employee benefits, performance development and retention; describe effective corporate training techniques; appreciate the impact of effective environments and techniques used to maintain a healthy working atmosphere.

**Instruction:** Major topics covered in the course are fundamentals of human resource management; the legal context of human resources; employee rights and sexual harassment; recruiting and selection; socialization, orientation, and development; evaluating employee performance; rewards and employee benefits; evaluating performance; ethics in human resource management and labor relations; safety and health programs; and global HR. Methods of instruction include lecture, discussion, classroom exercises, case studies, audio-visual material, and a midterm and final examination.

**Credit**

**Recommendation:** In the lower or upper division baccalaureate degree category, 3 semester hours in Human Resource Management, Management or Business Administration. (2/00). Version 2: In the lower division baccalaureate/associate degree category or upper division baccalaureate category, 3 semester hours in Human Resource Management (1/03) (12/05) (8/08)

## **Disney Leadership Speaker's Series**

**ACE Number:** WALT-0006

**Credit Type:** Course

**Length:** 25 hours (10 weeks)

**Version Dates:** 09/01/2001 - Present



Description:	25 hours (10 weeks). 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.
Objective:	To stimulate critical thinking about the leadership process through a structured exposure to Walt Disney Parks & Resorts executives and other renowned speakers.
Learning Outcome:	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 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:	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, leadership essay, and final examination.
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) (8/08)

## **Disney Marketing You Course**

ACE Number:	WALT-0009
Credit Type:	Course
Length:	44 hours (11 weeks)
Version Dates:	12/01/2005 - Present

Description:	44 hours (11 weeks). 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.
Objective:	To develop skills to enhance future career marketability and assist students develop career objectives.
Learning Outcome:	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:** 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:** Version 1: In the lower division baccalaureate/associate degree category, 3 semester hours in Personal or Career Development (1/03) (12/05).; Version 2: In the lower division baccalaureate/associate degree category, 3 semester hours in Personal or Career Development (1/03) (12/05) (8/08)

## **Disney Organizational Leadership Course**

**ACE Number:** WALT-0007

**Credit Type:** Course

**Length:** 44 hours (11 weeks)

**Version Dates:** 08/01/2008 - Present

**Description:** 25 hours (11 weeks). 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.

**Objective:** 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.

**Instruction:** 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:** In lower division baccalaureate/associate degree category or upper division baccalaureate degree category, 3 semester credits in Leadership, Organizational Development, or Business Administration (2/00) (1/03) (12/05) (8/08)