

UCR Disney Program Course Descriptions

Introduction to the Global Hospitality Industry - 5 units

Offered in-person at the University of California, Riverside in a two-week intensive format

Course description: This course provides an overview of the hospitality industry from a management perspective. Topics include the organization and structure of hotels, restaurants, clubs, cruise ships and casino hotels. Discussions address the travel and tourism industry, career opportunities, ethics, franchising, management contracts and areas of management responsibility such as human resources, marketing and sales, and advertising.

Choice of the In-Person Course at Disneyworld

Students will choose one course to take in-person in Orlando with credit counting towards their Certificate in *Management* or *Hospitality and Tourism Management*. All courses are taught in face-to-face and are worth 4 units awarded by UCR.

1. Advanced Studies in Hospitality Management

Course description: The objective of this advanced-level course is to prepare students to become entry-level managers in the Hospitality industry by exposing them to contemporary and complex organizational issues and situations and equipping them with the ability to analyze problems and develop, propose and implement strategic solutions. Previous working knowledge of the hospitality industry gained through academic studies and practical experience is helpful but not required.

2. Corporate Communication

Course Description: The Corporate Communication Course describes how American companies communicate with key audiences, both internal and external to the corporation. Course introduces students to the communication function and how companies reach a variety of publics to include customers, investors, employees, media, government agencies and communities located in the proximity of the corporation. The purpose of this course is to introduce the students to the purpose and significance of communication within an organization at many levels. Students will learn both the why and how of communication techniques as organizations interface with customers, employees, and the public. As a result, students should have greater understanding of and appreciation for the corporate communication process.

3. Human Resource Management

Course Description: The Human Resource Management Course explores the human resource management function in a corporate setting and focuses on the development of knowledge and skills that all managers and leaders need. The course will focus on such subjects as the selection process, employment law, labor relations, compensation, performance development, corporate training and maintaining effective environments. The classes are designed to familiarize participants with current human resource practices and laws that apply to their careers regardless of their field. Class content is delivered through lectures, group discussion, learning activities, and case studies.

Choice of UCR Online Course Elective

Students will choose one course offered online through the University of California, Riverside Extension towards their Certificate in *Management* or *Hospitality and Tourism Management*. All courses are worth 4 units awarded by UCR.

1. Consumer Behavior

Course Description: Understanding "why people buy" is of crucial importance in determining how to market. This course analyzes consumer desire/needs and examines methods for satisfying them in order to learn how to create and stimulate demand for an organization's products and services. The material covered concentrates on both internal factors (beliefs, attitudes, perceptions, emotions) and external factors (class, peer groups, family structure, culture, society, stereotypes) which influence buying behavior.

2. Customer Service Management

Course Description: Participants examine best practices in customer service and how organizations use customer service to expand customer base. Topics include initiating and sustaining quality improvement in customer relations, measuring customer satisfaction, developing and using performance indicators, differentiating customer service approaches, certification options, and the role of technology, workforce management and outsourcing in customer service.

3. Organizational Leadership

Course Description: Participants explore current leadership theories and practices through a range of high-level decision-making topics including change management, leadership models, employee motivation and retention, process improvement, quality improvement, performance excellence, teambuilding and executive decision-making. Case studies and class discussion are used to reinforce theories and explore opportunities for practical application.

4. Strategic Marketing and the Marketing Plan

Course Description: Achieving a sustainable competitive advantage is an ongoing challenge to everyone involved in implementing a marketing strategy. In a climate of rapidly changing products, services and delivery methods, marketing management requires an understanding of methods and techniques that can help achieve a competitive advantage by positively distinguishing the organization, product or service from competitors. This course examines how to develop, implement and manage competitive marketing strategies that achieve marketing and organizational goals. Participants evaluate and assess the potential effectiveness of alternative strategies as they relate to mission, resources and goals. The creation of a comprehensive marketing plan that meets these goals is extensively discussed, and participants work in teams to develop actual marketing plans.

Supervised Training - 10 units (offered in two parts)

Offered online by the University of California, Riverside. The course is led by Academic Senate approved instructors with experience in the hospitality and tourism industry.

Course Description: This course is part of the Disney Internship program, which is offered in conjunction with Walt Disney Company. This internship is designed to give participants a comprehensive experiential-learning opportunity that will provide them an unparalleled enhancement to their academic and professional career. Participants will be able to make choices about their education that will help shape their experience into an opportunity that specifically suits their needs and interests. During their internship, participants will work in front-line roles such as hospitality, full-service food and beverage and merchandise and operations.