

Disney College Program Educational Offerings

Create your own Individual Learning Plan

Welcome! Take the opportunity to further your education... Disney style. We understand that each college and university has different requirements for receiving credit, which is why we are excited to offer you the opportunity to develop your own **Individual Learning Plan**. Depending on your goals, you can design an educational experience that is right for you. We offer an array of learning options that range from computer-based training to classes that are recommended for college credit by The American Council on Education. We have designed our courses and offerings to complement the variety of needs and interests of our Disney College Program Cast Members.

Collegiate Courses

Each of the Collegiate courses focuses on an area of *Walt Disney World*® expertise and contains levels of academic rigor similar to the classes you take at your college or university. Each of these classes is recommended for college credit by **The American Council on Education**. Participants will have required textbooks, papers and special projects. You will be able to immediately apply this knowledge and make the connection between the classroom theory and the reality in their work location. These classes provide the foundation for the learning component.

Communication

This course offers the opportunity to learn the concepts inherent in business communications and apply them in the workplace.

Experiential Learning

This course combines academic classroom education with on-site learning opportunities across the *Walt Disney World* Resort.

Hospitality Management

This course focuses on the fundamental skills and knowledge needed in all areas of the Hospitality and Service industries. Topics will include exceptional customer service, product knowledge, sales techniques, continuous improvement and financial matters in disciplines such as guest services, food and beverage, and merchandise.

Human Resource Management

This course provides an overview of fundamental human resource management in a corporate setting and focuses on the development of the knowledge and skills needed by all managers and leaders.

Marketing You

Unlike a traditional "Introduction to Marketing" course available at most business schools, this course engages students in how to market their skills of communication, customer service, problem solving, conflict resolution, decision-making, self-management, and creative thinking.

Organizational Leadership

This course analyzes the universal principles of leadership theory and its application within a personal and corporate environment.

International Program Practicum

This course is designed to explore knowledge, skills, and behaviors needed to achieve corporate goals that make organizations successful.

Disney Exploration Series (DES)

Our newest learning opportunity, The Disney Exploration Series, utilizes the entire *Walt Disney World* Resort as a learning laboratory and gives you the chance to meet a variety of leaders and enjoy unique backstage experiences. The classes are interactive and experientially based as opposed to formal classroom instruction.

Exploring Communication Processes

Examine how we incorporate our Quality Standards of Safety, Courtesy, Show, and Efficiency in providing a vast communication network that can respond rapidly to anything, from weather emergencies to disgruntled Guests.

Exploring Diversity and Inclusion

Immerse yourself in Disney's Culture of Inclusion and explore how we manage a widely diverse Cast base and create a welcoming environment for all.

Exploring Guest Service

Discover why Hospitality is the hallmark of the *Walt Disney World* Resort. Throughout our theme parks and resorts, we strive to satisfy and delight our Guests in the world's most hospitable vacation destination.

Exploring Leadership

Discover how our leaders balance the needs of Cast, Guest and Business to create the most magical place on earth, and learn about different leadership styles from leaders across property.

Exploring Marketing

Gain a deeper understanding of how we maintain customer loyalty by both staying true to our brand and marketing our new Guest experiences.

Exploring People Management

Learn how the functions of Human Resources play a huge role in developing the over 50,000 employees and Cast Members of the *Walt Disney World* Resort.

Additional Learning Opportunities

The *Walt Disney World* Resort already has many additional learning resources in place for all Cast Members. You should definitely take advantage of these resources while you are here. Many of these activities are held at the Disney University (DU) and may be applied toward receiving college credit. Students can view them through the Disney University monthly catalog, the *Communicator* (a monthly newsletter), weekly e-mails, and the *My Disney TEAM* portal.