

OUTCOMES BASED LEARNING MATRIX

Course: BUSN 181 Disney College Advantage Program Internship

Department: Business Administration

This course offers students a structured, supervised paid work experience at Walt Disney World in Orlando, FL. Through employment, classes, and self-directed studies, students enhance their understanding of leadership, teamwork, communication, and diversity as they experience the day-to-day operations of a Fortune 100 company. Participants are selected by Disney. For more information about the program and application process, see <http://cp.disneycareers.com>. This course applies only to those students accepted into the Spring Advantage or Fall Advantage Program. Prerequisites: Minimum of 12 college credits; minimum GPA of 2.0; ENGL092 Preparing for College Reading II, ENGL099 Introductory Writing, and MAT 010 Fundamentals of Mathematics; waiver by placement testing results; or departmental approval. Co-requisite: BUSN180 Disney College I. See <http://cp.disneycareers.com/en/about-disney-college-program/overview> for addition application requirements.

Core Competencies that apply to the outcomes activities and assessment tools: Critical Thinking (CCT); technology skills (TS); oral communications (OC); quantitative skills (QS); reading (R); writing (w).

COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
1. Describe and demonstrate the heritage, culture, and business standards of Walt Disney World Resort.	<ul style="list-style-type: none"> • Participate in Disney’s classroom, online, and on-the-job training. (CCT, TS, OC, R, W) • Successfully complete a Disney Education collegiate course or a Disney Exploration Series course. (CCT, OC, QS, R, W) 	<ul style="list-style-type: none"> • Disney Learning History • Cast Member Performance Feedback • Reflection and Final reports (CCT, W)
2. Demonstrate specific property awareness by investigating the brand and uniqueness of the area.	<ul style="list-style-type: none"> • Understand property heritage and traditions through interviews, classroom/on-the-job training, and organizational communications. (CCT, OC, R, W) • Gather information on various attractions, services, and unique opportunities for the Guest through interviews, classroom/on-the-job training, and organizational communications. (CCT, OC, R, W) 	<ul style="list-style-type: none"> • Disney Learning History • Cast Member Performance Feedback • Reflection and Final reports (CCT, W)

3. Demonstrate familiarization of a specific work location.	<ul style="list-style-type: none"> • Understand the workplace and surrounding areas and obtain an overview of on-the-job training through meetings with manager and organizational communications. (CCT, OC, R) • Learn about safety, blood borne pathogens, hazardous communications, the Disney Quality Standards, and other regulations as required by the participant's specific line of business. (CCT, TS, OC, R, W) 	<ul style="list-style-type: none"> • Disney Learning History • Cast Member Performance Feedback • Reflection and Final reports (CCT, W)
4. Demonstrate understanding of the specific line of business and how it is aligned with the overall objectives of Walt Disney World Resort and The Walt Disney Company.	<ul style="list-style-type: none"> • Understand the specified role within a line of business through on-the-job training. (CCT, TS, OC, QS, R, W) • Apply knowledge and skills acquired in Line of Business training, including fundamentals of guest service. (CCT, TS, OC, QS, R, W) 	<ul style="list-style-type: none"> • Disney Learning History • Cast Member Performance Feedback • Reflection and Final reports (CCT, W)
5. Investigate career and professional development opportunities within Walt Disney World Resort and The Walt Disney Company.	<ul style="list-style-type: none"> • Experience additional learning opportunities available through Disney Education, including Disney Exploration Series seminars and Career Development Workshops. (CCT, OC, QS, R, W) 	<ul style="list-style-type: none"> • Disney Learning History • Reflection and Final reports (CCT, W)
6. Apply and reflect on the connections to academic theory and practice.	<ul style="list-style-type: none"> • Explore the relationship between education and work through readings, interviews, and reflection. (CCT, OC, R, W) • Successfully complete a Disney Education collegiate course or a Disney Exploration Series course. (CCT, OC, QS, R, W) 	<ul style="list-style-type: none"> • Disney Learning History • Reflection and Final reports (CCT, W)
7. Strengthen Core Competencies** in order to increase success in this and other courses and in the workplace.	<ul style="list-style-type: none"> • Referenced above 	<ul style="list-style-type: none"> • Referenced above

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While completing the table below, remember that the individual outcomes you list in the first column should answer this question: **What must the learner know and be able to do at the end of the course?** Items in the third column should answer the question: **How do we know?** The second column is where teachers can be most creative; it's for pedagogy. Each rectangle in column one should contain just one outcome; the corresponding rectangles in columns two and three, however, may contain more than one item. Using the code at the end of the matrix, indicate the core competencies being strengthened by the outcomes activities and the assessment tools.

*Try to express an outcome as an infinitive phrase that concludes this sentence: **At the end of the course, the students should be able to . . .** Finding the line between too general and too specific can be difficult. In an English Composition course, for instance, it is probably too general to say, "The student should be able to write effective essays." It is probably too specific to say, "The student should be able to write an introductory paragraph of at least 50 words, containing an attention-getting device, an announcement of the narrowed topic, and an explicit thesis sentence." Just right might read, "The student will write introductions that gather attention and focus the essay."