

Organizational Communication: Exploring Disney and the Culture of Success Winter 2020

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Course Description

This course focuses on organizational communication and culture as applied to for-profit and not-for-profit institutions. Using Walt Disney World as a primary case study, the course examines the development and preservation of organizational success through intercultural communication, effective team building, decision-making, conflict resolution, and leadership.

This program is divided into three parts. First, on the Kingston campus, we will focus on team dynamics, leadership and organizational culture. Second, traveling to Orlando, Florida and utilizing Disney World as the classroom, students will explore the leadership strategies, techniques of teamwork and the culture of excellence that has contributed to Disney's success. Finally, upon returning to campus, students will work in teams to develop a strategy to support an organization in achieving a culture of success.

Learning Objectives

The objectives of this course are as follows:

- Identify and articulate leadership techniques utilized in for profit and not-for-profit institutions
- Apply course concepts to promote effective teamwork
- Be able to design a strategy for achieving organizational excellence

Required Textbook

Please ensure that the following book is purchased and read prior to the first day of class:

Cockerell, L. (2008). *Creating magic: 10 common sense leadership strategies from a life at Disney*. Crown Business.

Supplemental articles will be posted on Sakai in December.

Assignments

Short Essays: 15% of final grade. There will be three short essays assignments each class day prior to Disney (3 in total). The essays will be based on the required reading and coursework. Each essay is worth 5 points.

Organization Presentation: 15% of final grade. In pre-determined teams of two, each team is responsible for a 10-minute oral presentation on an organization. Areas of focus for the presentation must include organization communication, culture, image, and financial and cultural success. Topics must be approved by the instructor prior to December 1.

Due: Saturday, January 4, 2020

Participation: 20% of final grade. This is a participatory course and we expect you to be fully engaged and active in all of the activities. This also includes being a respectful to your fellow classmates and instructors.

Reflection Paper: 20% of final grade. You will be responsible for writing a reflection regarding your experience at Walt Disney World. For your reflection, we are looking for more interpretation rather than observation of the week's events/seminars.

We expect deep reflection for this paper. Things to think about when writing your reflections:

- What did you take away from your tour/education series that is new to you?
- Reflect on how the Walt Disney Company compares to other case studies addressed in the course.

Reflections papers should be 4-6 pages in length.

Due: Monday, January 20, 2020

Team Project: 30% of final grade. Working in small groups, students will develop a strategy for achieving organizational excellence. Teams will work with a pre-selected client that will be assigned in January after returning from Disney. Teams will have the opportunity to work on their project from January 15-17. Teams are encouraged to use creative and innovative strategies and include unique professional examples as appropriate, with specific examples from the cases already discussed in class. The group project is comprised of an oral presentation to the class at the end of the course.

Note: The oral presentation must be a minimum of 15 minutes in length.

Due: Thursday, January 16, 2020

Final Grading Policy:

A = 94-100	A- = 90-93	B+ = 87-89	B = 84-86	B- = 80-83	C+ = 77-79
C = 74-76	C- = 70-73	D+ = 67-69	D = 60-66	F = Below 60	

Disability Services for Students

Any student with a documented disability is welcome to contact us so that we may arrange reasonable accommodations. As part of this process, please be in touch with Disability Services for Students at 330 Memorial Union, 401-874-2098 (<http://www.uri.edu/disability/dss/>).

Academic Honesty

Students are expected to be honest in all academic work. A student's name on any written material shall be regarded as assurance that the work is the student's own. Work should be stated in the student's own words and properly attributed to its source. Students have an obligation to know how to quote, paraphrase,

summarize, cite and reference the work of others with integrity. Academic dishonesty of any kind will result in an “F” for the course. The following are examples of academic dishonesty:

- Using material, directly or paraphrasing, from published sources without appropriate citation
- Claiming disproportionate credit for work not done independently
- Unauthorized use of another’s work, including the work of your internship supervisor and co-workers
- Fabricating or falsifying facts, data or references
- Facilitating or aiding another’s academic dishonesty
- Preparing work for another student
- Submitting the same work for more than one course without prior approval from the instructors

Program Schedule

Note: Course topics are subject to change

Classes in Kingston		Classes in Orlando, FL	
Date	Time	Location	Topics
Thursday, November 14	5pm - 6pm	International Center	Pre-Departure Orientation
Thursday, January 2	12pm - 6pm	TBD	Team Dynamics
Friday, January 3	12pm - 6pm	TDB	Leadership
Saturday, January 4	9am - 2pm	TDB	Organizational Culture - Team Presentations
Sunday, January 5	Depart for Orlando, FL	TF Green Airport	
Monday, January 6 Magic Kingdom	7am - 2pm	Orlando, FL	Magic Kingdom Keys to the Kingdom Backstage Tour
Tuesday, January 7 EPCOT	7am - 4pm	Orlando, FL	Disney's Leadership Strategies, EPCOT - 7:45 am Disney's Techniques of Teamwork, EPCOT – 12:30 pm
Wednesday, January 8 Animal Kingdom	10am - 4pm	Orlando, FL	Wild Africa Trek Meeting with URI Alumni
Thursday, January 9 Magic Kingdom/ Hollywood Studios	8am - 6pm	Orlando, FL	Disney's Culture of Excellence, Magic Kingdom – 7:45 am
Friday, January 10	Free Day	Orlando, FL	Free Day
Saturday, January 11	Depart for RI	Orlando Airport	
Monday, January 13	4pm - 6pm	TBD	Team Assignments and Project Work
Thursday, January 16	4pm - 6pm	TBD	Group Presentations