

SIERRA NEVADA COLLEGE COURSE SYLLABUS

SKI BUSINESS & RESORT MANAGEMENT

FALL SEMESTER, 2015

SBRM 315: INTRODUCTION TO SKI BUSINESS, CRN# 80166

ASSISTANT PROFESSOR: TIM COHEE, PROGRAM CHAIR, SBRM

CLASSROOM: PL 320

CLASS TIME: WEDNESDAY, 4-6:45PM

OFFICE: TCES 220

OFFICE HOURS: WEDNESDAY/THURSDAY, 12-3:30PM, BY APPOINTMENT

PHONE: (775) 831-1314, X 7480; (559) 289-9661

EMAIL: TCOHEE@SKICHINAPEAK.COM (PRIMARY); TCOHEE@SIERRANEVADA.EDU

COURSE DESCRIPTION:

This course is the first in a series of six that cover the Ski Business & Resort Management discipline, and is designed to give the student a broad understanding of all aspects of the mountain resort industry, including mountain operations, administration, organizational structure, revenues and expenses, insurance, health and safety, marketing, profit centers, base area operations, the law and development.

STUDENT OUTCOME:

Upon completion of SBRM 315, students will have a thorough understanding of all elements of the mountain resort industry. They will be prepared to tackle the next five courses that go into much more detail with regard to marketing, profit centers, general management, development, current topics, history and master planning.

PROFESSOR BACKGROUND:

Tim Cohee has been Program Chair of Ski Business & Resort Management for the past decade, and began teaching at SNC in 2001. He began his mountain resort industry career in 1974, moving into management in 1979. The 2015/16 season will mark his 42nd in this exciting industry, highlighted by 37 years in senior management, 17 years as President of Kirkwood Mountain Resort, and for the past five years Managing Partner, CEO & General Manager of China Peak Mountain Resort in Lakeshore, California. He has served on over two dozen industry related boards and committees, and is currently a member of the Board of Directors for the National Ski Areas Association, as well as a member of the Executive Committee of the California Ski Industry Association. He is a guest lecturer at Cal Poly San Luis Obispo, and is a

mentor with the Fresno State University Department of Entrepreneurship. He is widely recognized as a leader in the mountain resort industry.

COURSE TEXTBOOK:

There are no textbooks in the SBRM curriculum, however the professor will provide a series of handouts, articles and websites to add to the in class curriculum. In addition, a cornerstone of the SBRM program is the Vail Guest Speaker Forum, featuring over two dozen leaders from the Vail/Tahoe resorts who share their expertise and experience throughout the semester in all SBRM courses. Other top managers from Tahoe resorts will also offer their wisdom, including Diamond Peak, Sugar Bowl, Homewood, Boreal and Sierra-at-Tahoe.

COURSE GRADES:

There will be one mid-term, one final, class attendance, participation and weekly assignments to determine the overall grade.

GRADING POLICY:

MID TERM:	25%
FINAL:	40%
ASSIGNMENTS:	15%
ATTENDANCE:	10%
PARTICIPATION:	10%

CLASS SCHEDULE (SUBJECT TO CHANGE):

AUGUST 19:	Over view of the mountain resort industry
AUGUST 26:	Organizational structure, departments
SEPTEMBER 2:	Administration
SEPTEMBER 9:	Marketing
SEPTEMBER 16:	Health & Safety, Scott Sibia, Northstar
SEPTEMBER 23:	Ski Patrol, Vince Donohue, Northstar
SEPTEMBER 30:	Mountain Operations, Jim Larmore, Northstar
OCTOBER 7:	Mid Term Exam
OCTOBER 14:	Exam Review, Development
OCTOBER 21:	Transportation, Tony Karwowski, Northstar
OCTOBER 28:	Risk Management & Legal
NOVEMBER 4:	Profit Centers
NOVEMBER 11:	Veteran's Day, no class
NOVEMBER 18:	Base area operations
NOVEMBER 25:	Thanksgiving break, no class
DECEMBER 2:	Semester Review
DECEMBER 10:	Final Exam, 6:30-9:30PM

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

Describe how you determine a student's grade in this class.

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational

Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts	Professional Preparedness
Entrepreneurial	Thinking Sustainability