

SIERRA NEVADA COLLEGE

COURSE SYLLABUS

SKI BUSINESS & RESORT MANAGEMENT

SBRM 460: RESORT GENERAL MANAGEMENT

SPRING SEMESTER 2016

PROFESSOR (ASSOCIATE): TIM COHEE, PROGRAM DIRECTOR, SBRM

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OFFICE: TCES 220

OFFICE HOURS: MONDAY 2:30-4PM; WEDNESDAYS, 8-11:30AM, 2:30-4PM; BY APPOINTMENT

#### COURSE DESCRIPTION:

Resort General Management offers an in-depth look at resort operations from the perspective of the senior manager on site. This course delves into the highest level of inner workings within the entire resort spectrum, from operations, finance, accounting, risk, insurance and legal to real estate, development, infrastructure, capital improvements, budgeting, environmental and more. Guest speakers are a highlight of this course, as students can look forward to (subject to availability) hearing from a handful of Lake Tahoe's most successful and experienced executives.

#### PROFESSOR BACKGROUND:

Tim Cohee, a 42 year veteran of the mountain resort industry, has been Program Director of the Ski Business & Resort Management Program at Sierra Nevada College since 2007. He has owned and operated China Peak Mountain Resort in Lakeshore, California since 2010, and for the prior 17 years was CEO, President, GM, COO & CMO of Kirkwood Mountain Resort; his mountain resort management career spans 36 years, and he has served on numerous boards relating to skiing, mountain resorts and tourism over the past three and a half decades. He currently sits on the Board of Directors for the California Ski Industry Association and National Ski Areas Association.

## STUDENT OUTCOMES:

Students will have a unique and thorough understanding of how a resort is operated from the highest management seat, that of the GM. They will develop an appreciation of the intense challenges confronting the top manager, and have the benefit of learning how vastly different resorts are focused on the same as well as different aspects of the operation on a daily basis. Upon completion of SBRM 460, students will have a clear idea of whether this demanding yet exhilarating role is right for them as they pursue their career in ski business and resort management.

## COURSE MODULE:

The subject matter in SBRM 460 will include the following:

- The role of the General Manager
- Types of GMs
- Case studies
- Career paths of GMs
- Finance
- Organizational charts
- Managing skills
- Operating budgets
- Capital budgets and planning
- Challenges of the GM
- Will you be a great GM?

## GRADING:

The following percentages will define the final grade:

Mid Term:	25%
Final:	50%
Class Projects:	10%
Participation:	5%
Attendance:	10%

## CLASS SCHEDULE:

JANUARY 20:	Introduction
JANUARY 26-28:	Role of the General Manager
FEBRUARY 1-3:	Operating Budgets
FEBRUARY 8-10:	Capital Budgets
FEBRUARY 17:	Organizational Charts
FEBRUARY 22-24:	Crisis Management
FEBRUARY 29-MARCH 2:	Leadership Skills
MARCH 7-9 :	Mid Term
MARCH 14-18:	Spring Break
MARCH 21-23:	Guest Speaker
MARCH 28-30:	Guest Speaker
APRIL 4-6:	Financial Planning
APRIL 11-13	Human Resources
APRIL 18-20	Risk Management
APRIL 25-27	Guest Speaker
MAY 2:	Final Review
FRIDAY MAY 6, 6:30 PM:	Final

## MISSION STATEMENT:

SNC graduates will be educated to be scholars of and contributors to a sustainable world. SNC combines the **liberal arts** and **professional preparedness** through an interdisciplinary curriculum that emphasizes **entrepreneurial thinking** and environmental, social, economic and educational **sustainability**. SNC four core themes are emphasized in bold text.

## SPECIAL ACCOMMODATIONS:

In accordance with the American 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 Coordinator of Academic Support, Henry Conover, at (775) 831-1314, x. 7534,

[hconover@sierranevada.edu](mailto:hconover@sierranevada.edu) or go to the OASIS office on the 3<sup>rd</sup> floor of the Prim Library within the first week of the semester.

#### THE HONOR CODE:

The faculty at 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 SNC 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 is responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes and for reporting all incidents 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 the student's academic record.

- 1<sup>st</sup> Offense: A grade of 0 on assignment/exam, faculty counseling.
- 2<sup>nd</sup> Offense: Student fails the course, faculty counseling.
- 3<sup>rd</sup> Offense: Student is expelled from SNC.

#### SNC EMAIL SYSTEM:

The SNC email system is the official communication vehicle among students, faculty 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 (FERPA). Students have the right to forward their SNC email to another email account, however confidentiality of student information protected by FERPA cannot be guaranteed for SNC email forwarded to an outside

vendor. Having email redirected does not absolve students from the responsibilities associated with official communication sent to his/her SNC email account.