

SIERRA NEVADA COLLEGE

COURSE SYLLABUS

SKI BUSINESS & RESORT MANAGEMENT

SBRM 460: RESORT GENERAL MANAGEMENT

CRN: 80143 (3 credits)

PREREQUISITES: SBRM 315, SBRM 325, SBRM 330, and senior standing.

FALL SEMESTER 2014

WEDNESDAY 5:30-8:15 PM PL320

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

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OFFICE: TCES 220

OFFICE HOURS: WEDNESDAY & THURSDAY, 12-3:30PM; 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 COO's, GM's, CFO's & HR Directors.

PROFESSOR BACKGROUND:

Tim Cohee, a 35 year veteran of the mountain resort industry, is Program Director of the Ski Business & Resort Management Program at Sierra Nevada College. He owns and operates China Peak Mountain Resort in Lakeshore, California, and for the prior 17 years was President, GM & COO of Kirkwood Mountain Resort. From 1979-1993 Cohee was widely recognized as one of the leading ski marketers in the national ski industry, serving in top marketing positions at Snow Summit, Bear Mountain, Heavenly and Sunday River.

Cohee has served on numerous boards over the past 30 years, and currently sits on the Executive Committee of the Board of Directors for the California Ski Industry Association, as well as serving on the BOD for the National Ski Areas Association. He is on the Tourism Advisory

Board at Cal Poly, San Luis Obispo, and is a Mentor for the Entrepreneurship Program at California State University, Fresno.

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:

By now SBRM students are aware there are no textbooks in any SBRM course, with the exception of the Master Plan document in Resort Master Planning. Therefore, attendance and participation in class are paramount to the highest quality learning experience.

The following percentages will define the final grade:

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| Attendance: | 10% |
| Assignments: | 20% |
| Mid Term: | 30% |
| Final Exam: | 40% |

FINAL EXAM: THURSDAY, DECEMBER 11, 6:30-9:30PM

Attendance at the final exam is mandatory, unless students have received prior approval from the Chair of the Business Department. Any student who does not attend the final due to travel, other non approved excuses will receive an 'F' on the final exam.

ATTENDANCE:

Given the critical nature of attendance in all SBRM courses, missing class not only significant reduces the learning opportunity, but it results in a lower grade. Since all SBRM courses meet only once per week, attendance is even more critical than courses that meet two or three times each week. Each student is allowed one absence for any reason. Each subsequent absence will result in a grade reduction of .5. The only exception to this policy that will be considered is lengthy, serious illness or injury. Historical excuses such as picking up friends or family at the airport, or car trouble, are not viable exceptions.

CLASS PARTICIPATION:

The course instructor's vast industry experience, along with that of the senior level guest speakers, creates an exciting and vibrant classroom experience. It is to the advantage of each student to engage in class discussion, challenge case study outcomes, and seize the opportunity to gain as much knowledge as possible over the course of each semester.

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 or go to the OASIS office on the 3rd 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.

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.

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.