

SIERRA NEVADA COLLEGE COURSE SYLLABUS

SBRM 475: RESORT MASTER PLANNING

SPRING 2014

MONDAY-WEDNESDAY 11:30-12:45

ASSOCIATE PROFESSOR: TIM COHEE

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OFFICE: TCES 220

OFFICE HOURS: TUESDAY 9 AM-3PM; WEDNESDAY 8-11AM, OR BY APPOINTMENT

COURSE DESCRIPTION:

At this point in your SNC SBRM curriculum you've studied mountain operations, marketing, profit centers, real estate and the role of general manager. Now it's time to put it all together in our Capstone Course, Resort Master Planning. With \$90 million capital available, and a skier-at-one-time capacity of 10,000, head to Google Earth, find your ideal natural site, and spend this semester building your resort, with a real, approved Mountain Master Plan as your guide, along with the professor's 35 years of resort management experience. You'll do it all - lifts, trails, snowmaking systems, buildings, snow cats, snow removal, snowmobiles, ski patrol huts, roads, parking lots, shuttles and more. What's your key to success? Working in teams of 2, your resort must meet all the capacity needs of 10,000 skiers a day, which is no small task. But, you'll learn all the elements of successful resort planning, layout, design, exposures, trail densities, lifts, building, parking capacities and more. By the end of the semester you'll present your resort to the class, with the top 3 Master Plans competing for \$500 in cash on Monday, May 5 @ 5 PM in front of a full house in TCES 106, including President Gillette and Provost Beets.

Professor Background:

Tim Cohee is Program Chair of the Ski Business & Resort Management Program (SBRM), and has been teaching ski business courses at Sierra Nevada College for the past 12 years. He is a 40 year veteran of the ski industry, having spent 35 years in senior management at a handful of the nation's leading resorts, including Snow Summit, Bear Mountain, Heavenly and Sunday River. From 1993-2010 he was President of Kirkwood Mountain Resort, and now owns and operates China Peak Mountain Resort in the Central Sierra. He is an Executive member of the Board of Directors of the California Ski Industry Association, and has served on two dozen boards relating to skiing and tourism during his long career.

COURSE MATERIAL:

The text for this course is the recently approved Kirkwood Mountain Master Plan, a 225 page document outlining every step of the planning process. In addition, students will benefit from a handful of resort planning experts.

COURSE GRADING:

Attendance:	10%
Exam:	20%
Final Project:	60%
Participation:	10%

CLASS SCHEDULE

JANUARY 22:	INTRODUCTION AND RESORT PROJECT OUTLINE
JANUARY 27-29:	EXAMINATION OF TAHOE RESORTS
FEBRUARY 3-5:	ENVIRONMENTAL DETERMINANTS
FEBRUARY 10-12	DESIGN GUIDELINES
FEBRUARY 19:	DESIGN GUIDELINES
FEBRUARY 24-26:	CASE STUDIES IN TOP AMERICAN RESORT DESIGN
MARCH 3-5:	CASE STUDIES IN TOP AMERICAN RESORT DESIGN
MARCH 10-12:	MID TERM
MARCH 17:	SPRING BREAK
MARCH 24-26:	MOUNTAIN CONDITIONS
MARCH 31-APRIL 2:	MOUNTAIN CONDITIONS
APRIL 7-9:	MOUNTAIN CAPACITIES
APRIL 14-16:	DRAFT MASTER PLAN REVIEW
APRIL 21-23:	FINAL PROJECT PRESENTATIONS
APRIL 28-30:	FINAL PROJECT PRESENTATIONS
MAY 5:	FINAL PROJECT PRESENTATIONS
	MASTER PLAN COMPETITION
MAY 9:	FINAL, 3 PM

SNC 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**. Note: SNC's 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 Services, 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.

Attendance Policy

Attendance will be taken in every class session and a roster noted as to whether students are present, absent, excused absence or tardy. Students arriving 10 or more minutes late or leaving 10 or more minutes early without prior arrangements will be marked as tardy. Two tardies equals one unexcused absence. Each unexcused absence in excess of three will result in a grade reduction.

Class Participation

All SBRM courses feature leading experts in the field of ski resort management. In most cases, students are getting a rare opportunity to hear from these experts, who have decades of experience they are willing to share. Students are highly encouraged to ask as many questions on any relevant subject as they'd like as these speakers come around only once per year.

The Honor Code

The faculty on 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 incidents of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGERISM 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 the faculty on the honor code, consequences for violation 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 violation the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

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 accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty member 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 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.