

SIERRA NEVADA COLLEGE
COURSE SYLLABUS

SBRM 315: Introduction to Ski Business
Spring 2015
Monday-Wednesday 4:5:15 PM
PL 320

Associate Professor: Tim Cohee
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Office Hours: Monday, 2:30-4PM; Tuesday, 9AM-3PM, Wednesday, 8AM-11AM, or by
appointment.

Course Description:

This entry level ski business course will cover all aspects of the mountain resort industry, including mountain operations, administration, marketing, finance, risk management, human resources, insurance, legal, profit centers, development, guest services and general management.

Student Outcome:

Upon completion of this course, students will have a thorough understanding of all aspects of mountain resort operations, including how these various complex departments work together to provide a seamless experience for the resort guest and profitability for ownership.

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 13 years. He is a 41 year veteran of the ski industry, having spent 36 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 a member of the Board of Directors of the National Ski Areas Association, an Executive member of the Board of Directors of the California Ski Industry Association, and has sat on two dozen boards relating to skiing and tourism over his long career.

Course Textbook:

There are no designated textbooks in the SBRM curriculum, rather a series of handouts throughout the semester from relevant industry periodicals. SBRM has developed an extensive list of featured guest speakers, and this course will see experts from a variety of mountain resort operations.

Course Grades:

Students will have two exams, mid-term and final, as well as assignments relating to both guest speakers and instructor lectures. In addition, students will receive credit for attendance and class participation, as both are critical to SBRM success, with the vast majority of learning coming from class time.

Class Schedule (subject to change based on availability of guest speakers):

Week of:

January 19:	Overview of the Mountain Resort Industry
January 26:	Mountain Operations
February 2:	Mountain Operations
February 9:	Marketing
February 16:	Finance
February 23:	Insurance
March 2:	Human Resources
March 9:	Mid Term Exam
March 16:	Spring Break
March 23:	Profit Centers
March 30:	Risk Management
April 6:	Legal
April 13:	Development
April 20:	Guest Services
April 27:	Sales
May 4:	Semester Review
May 8:	Final, 6:30-9:30 PM

Grading Policy:

Tests	70%
Attendance:	20%
Class Participation:	10%

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.

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.