

## SIERRA NEVADA COLLEGE COURSE SYLLABUS

### SBRM 475: RESORT & REAL ESTATE MASTER PLANNING

SPRING 2015

MONDAY-WEDNESDAY 11:30-12:45

PL 320

ASSOCIATE PROFESSOR: TIM COHEE

PHONE: (775) 831-1314, X. 7480; (559) 233-2500, X. 4000; (559) 289-9661

EMAIL: [TCOHEE@SIERRANEVADA.EDU](mailto:TCOHEE@SIERRANEVADA.EDU)

OFFICE: TCES 220

OFFICE HOURS: MONDAY 2:30-4 PM; TUESDAY 9 AM-3PM; WEDNESDAY 8-11AM, OR BY  
APPOINTMENT

### **COURSE DESCRIPTION:**

Our Capstone Course, Resort & Real Estate Master Planning, has been expanded for 2015 to include both resort and real estate master planning. In keeping with the master planning tradition that began 13 years ago, you will build your ideal resort with \$100 million of 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 36 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. In addition, you will add 300 units of real estate to round out your plan. At 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 4 @ 5 PM in front of a full house in TCES 106.

### **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 Kirkwood Real Estate & Development, and now owns and operates China Peak Mountain Resort in the Central Sierra. He is Board Member of the National Ski Areas Association, 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 19:	INTRODUCTION AND RESORT PROJECT OUTLINE
JANUARY 26:	QUALITY RESORT DEVELOPMENT
FEBRUARY 2:	MASTER PLANNING ELEMENTS
FEBRUARY 9:	MASTER PLANNING ELEMENTS
FEBRUARY 16:	REAL ESTATE DEVELOPMENT
FEBRUARY 23:	REAL ESTATE DEVELOPMENT
MARCH 2:	CASE STUDIES IN TOP AMERICAN RESORT DESIGN
MARCH 9:	MID TERM
MARCH 16:	SPRING BREAK
MARCH 23:	DIFFERENT TYPES OF REAL ESTATE DEVELOPMENT
MARCH 30:	MASTER PLAN PROGRESS
APRIL 6:	MASTER PLAN PROGRESS
APRIL 13:	FINAL PROJECT PRESENTATIONS
APRIL 20:	FINAL PROJECT PRESENTATIONS
APRIL 27:	FINAL PROJECT PRESENTATIONS
MAY 4:	SEMESTER REVIEW
	MASTER PLAN COMPETITION
MAY 8:	FINAL, 6:30 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](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.

### **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.

1<sup>st</sup> 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.

2<sup>nd</sup> 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.

3<sup>rd</sup> 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](mailto: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.