

# SNOW RESORT FUNDAMENTALS

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## Program Outline

<b>Major:</b>	SRFN
<b>Length:</b>	1 Year
<b>Delivery:</b>	2 Semesters, plus 1 work term
<b>Credential:</b>	Ontario College Certificate
<b>Effective:</b>	2015-2016
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie)

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### Description

Snow Resort Fundamentals (SRF) is a one year college program for people who love to ski or snowboard and want to explore career opportunities in the snow resort industry. SRF offers students a foundation of transferable, practical skills and knowledge which can lead them to a number of successful careers in the snow resort industry. The SRF program is closely aligned with snow industry partners who offer one paid co-op work placement in the winter as well as hands-on learning opportunities during the summer and fall. Industry specific courses taken over two academic semesters expose students to a variety of employment opportunities as well as possible areas for additional study. Students who successfully complete the SRF certificate may transfer to the two year Snow Resort Operations (SRO) program.

### Career Opportunities

SRF grads work as Snow School Instructors and Supervisors, Terrain Park Staff, Lift Operators, Event Staff, Rental Attendants and Supervisors, Retail Sales Associates, and, Marketing Assistants.

While year round employment with a snow resort may be the ultimate career goal many SRF grads combine their winter employment with a complementary summer occupation.

## **Program Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- utilize effective communication and service skills to facilitate outstanding customer service and satisfaction;
- perform basic technical competencies in outside operations, guest services, resort profit centers and general operations to contribute to the success of a ski area operation;
- apply basic financial principles, evaluate the financial implications of decisions, and record and analyze financial information to support the goals of a ski resort enterprise;
- pro-actively follow practices, policies and procedures necessary to maintain a safe, healthy and attractive ski area operation;
- assist with the implementation of basic marketing, sales, and promotional plans and related activities that build and maintain a solid customer base necessary for a snow industry enterprise;
- employ leadership skills that enhance performance and contributes to successful teamwork within a department at a winter resort;
- exemplify professionalism and competencies through an ethical, flexible, and service oriented personal philosophy.

## **Practical Experience:**

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with work experience related to their programs of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills, and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order for students to proceed successfully to their first co-op work experiences. To ensure students are eligible to proceed onto any co-op work experience, students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website: [www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/](http://www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/)

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Training, Colleges and Universities.

### **The Program Progression:**

Fall Intake - Barrie

Sem 1 | Work Term | Sem 2

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Fall | Winter | Summer  
2015 | 2016 | 2016

### **Admission Requirements:**

OSSD or equivalent with

- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: [www.georgiancollege.ca/admissions/policies-procedures/](http://www.georgiancollege.ca/admissions/policies-procedures/)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details: [www.georgiancollege.ca/admissions/credit-transfer/](http://www.georgiancollege.ca/admissions/credit-transfer/)

### **Additional Information:**

Applicants are invited to attend an informal session or pre-arrange a visit to the Hospitality and Tourism area of Georgian College.

### **Graduation Requirements:**

- 7 Mandatory Courses
- 2 Communications Courses
- 1 Optional Course
- 2 General Education Course
- 1 Co-op Work Term

### **Graduation Eligibility:**

To graduate from this program, the passing weighted average for promotion through each semester, and to graduate is 60%. Additionally, a student must attain a minimum

of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

#### Mandatory Courses

COMP1003 Microcomputer Applications  
MKTG1000 Introduction to Marketing  
SKIR1001 Resort Profit Centres  
SKIR1002 Resort Design Concepts  
SKIR1004 Snow Safety  
SKIR1008 Snow Resort Operations Skills  
SKIR2003 Programs and Events

#### Communications Courses

To be selected at time of registration from the College list, as determined by testing.

#### Optional Course

To be selected from College list

#### General Education Course

To be selected from College list

#### Co-op Work Term

COOP1019 Ski Resort Work Term 1

#### **Course Descriptions:**

COMP1003 Microcomputer Applications 42.0 Hours

This course will introduce the student to database, spreadsheet, and presentation software. The student will be provided with a working knowledge of the most common business computer application software. This course will provide the student with hands-on learning and independent study.

COOP1019 Ski Resort Work Term 1 560.0 Hours

Co-op provides valuable work experience which allows students to gain industry specific knowledge and skills and explore career options while enrolled at Georgian. Students could work in outside operations, snow school, guest services, administrations or marketing. In all positions an emphasis will be placed on professionalism and service excellence. Co-op placements are paid and usually run from December to April. The co-op hour CPHR 0001 supports the co-op process and students are expected to attend and encouraged to participate.

#### MKTG1000 Introduction to Marketing 42.0 Hours

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

#### SKIR1001 Resort Profit Centres 42.0 Hours

This course provides an overview of four inter-related profit centres within a ski resort. Students will learn about the roles of these operations, and will develop the essential skills required to effectively deliver products and services to the customer. Topics will include store layout, displays, processing sales, maintenance and repair. The practical component of the course will be in the field assessing these factors and applying new skills.

#### SKIR1002 Resort Design Concepts 42.0 Hours

This course will introduce the students to the basic concepts underlying the design and development of resorts and their facilities. The challenges and opportunities presented by the natural, societal, and economic environments will be discussed in terms of resort type, location, layout, complexity and infra- structure. Site visits, case studies, and in-class discussions and presentations will encourage critical analysis of these concepts.

#### SKIR1004 Snow Safety 42.0 Hours

Emergencies on the snow present operators great challenges and this course will teach the strategies to ensure snow safety such as education programs, crowd control, management of competitions and special events, communication and enforcement of rules. Strategies required in dealing with emergencies as effectively as possible will include rescue from trails and slopes, rescue off serial ropeways and crowd management. Handling injuries through first aid procedures will be reviewed. Weather conditions and other elements will be discussed. Handling the delicate task of dealing effectively with the media will also be addressed.

#### SKIR1008 Snow Resort Operations Skills 42.0 Hours

This course gives students the opportunity to acquire and practice skills of basic importance in snow resort settings, including: first aid; customer service; health and safety; WHMIS; operation of snowmobiles, ATV's and powered equipment; radio communications; accident investigation; and, other basic operational protocols of the snowmaking and lift operations departments.

#### SKIR2003 Programs and Events 42.0 Hours

Resorts must accommodate visitors by providing more than snow, lifts, cafeteria food and a chalet. Planned social, recreational, instructive and competitive programs must be offered on site to appeal to a diverse group of visitors. Resorts need to develop strategies for off-season recreational and social programs as more areas are moving towards accommodating destination travelers and visitors interested in adventure recreation. A variety of services for first time and return visitors will encourage them to return again. The course will address these issues and students will learn what the appropriate recreational programming is and how it can be effectively delivered.

### **Course Description Legend**

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

*Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*