

## SNOW RESORT OPERATIONS

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### Program Outline

<b>Major:</b>	SROP
<b>Length:</b>	2 Years
<b>Delivery:</b>	4 Semesters, plus 2 work terms
<b>Credential:</b>	Ontario College Diploma, Co-op
<b>Effective:</b>	2015-2016
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie)

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### Description

Snow Resort Operations (SRO) is a two year diploma program for people who love to ski or snowboard and who want to make a living doing so. SRO offers students transferable, practical skills and knowledge for successful careers in the snow resort industry. SRO also offers students a healthy, active way of life; adventure, challenge and variety; connectedness with the outdoors; excitement and satisfaction; and skills and knowledge they can use to find success in other fields or in further studies. The program is closely aligned with snow industry partners who offer two paid co-op work placements in the winter as well as hands-on learning opportunities during the off-season periods. Four academic semesters provide students with mandatory industry specific courses along with elective courses which allow them to tailor their program to specialize in a particular aspect of the snow industry.

### Career Opportunities

SRO grads are Snow School Supervisors, Pro Patrollers, Risk Managers, Terrain Park Builders, Lift Mechanics, Event Co-ordinators, Grooming Operators, Group Sales Co-ordinators, Rentals Supervisors, Retail Managers, Marketing Assistants, and Entrepreneurs.

While most grads work full-time seasonally in combination with a complementary summer occupation, many grads have secured full-time year-round employment.

Numerous SRO grads have gone on to use their SRO diplomas as the basis for further studies at college or university.

### **Program Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- utilize effective communication and problem solving skills to facilitate outstanding customer service;
- work effectively and collaboratively as an individual and as a team member in a variety of settings and situations;
- utilize/employ supervisory principles and exemplary leadership skills;
- competently apply standard ski and snowboard industry practices in a variety of workplace situations;
- maintain job currency with respect to industry knowledge and skills, trends and technologies, and demonstrate a willingness to adapt to change;
- apply risk management practices, policies and procedures necessary to maintain a safe, healthy and attractive snow sport and recreational operation;
- apply basic financial and accounting principles appropriate to the snow sports industry.
- develop and implement basic sales and marketing tools, promotional plans and activities.
- develop and implement departmental business plans;
- exemplify professionalism and competencies that reflect an ethical personal philosophy;
- participate in society as an informed citizen, and pursue an enriched personal and professional life.

### **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 1	Sem 2	Sem 3	Work Term 2	Sem 4
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Fall 2015	Winter 2016	Summer 2016	Fall 2016	Winter 2017	Summer 2017

### **Articulation:**

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at

<http://www.georgiancollege.ca/admissions/credit-transfer/>

### **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 information session or pre-arrange a visit to the Hospitality and Tourism area of Georgian College.

**Graduation Requirements:**

- 11 Mandatory Courses
- 2 Communications Courses
- 8 Optional Courses
- 3 General Education Courses
- 2 Co-op Work Terms

**Graduation Eligibility:**

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, 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**

ACCT1013 Accounting Fundamentals  
COMP1003 Microcomputer Applications  
MGMT2003 Human Resources Management  
MGMT2011 Management Issues and Trends  
MKTG1000 Introduction to Marketing  
SKIR1001 Resort Profit Centres  
SKIR1002 Resort Design Concepts  
SKIR1004 Snow Safety  
SKIR1008 Snow Resort Operations Skills  
SKIR2003 Programs and Events  
SKIR2010 Risk Management

**Communications Courses**

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

**Optional Courses**

To be selected from College list

**General Education Courses**

To be selected from College list

## Co-op Work Terms

COOP1019 Ski Resort Work Term 1

COOP2016 Ski Resort Work Term 2

### **Course Descriptions:**

ACCT1013 Accounting Fundamentals 42.0 Hours

This introductory course is based on the need for non-financial personnel to understand basic accounting techniques, financial statements used in a business and accounting for service operations necessary to operate a successful business.

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.

COOP2016 Ski Resort Work Term 2 560.0 Hours

Building on previous co-op experience students will continue to gain valuable industry know how and skills necessary in today's work environment. Many students will use this opportunity to continue along their chosen career direction where they will enhance and expand their skill set, while others will explore new opportunities within the industry. In all instances students should be developing a solid reputation in the industry maximizing their opportunity to network

P- COOP1019 Ski Resort Work Term 1

MGMT2003 Human Resources Management 42.0 Hours

This course examines human resources strategies and techniques. Operational and legal considerations are analyzed in areas such as: human resource planning, information systems, employment equity, occupational health and safety, negligence and liability, workforce wellness, and labour-management relations. Simulated problems will provide students with the opportunity to investigate and practice successful strategies.

#### MGMT2011 Management Issues and Trends 42.0 Hours

This capstone course requires students to apply their knowledge and skills to authentic industry issues and challenges. This problem based learning experience will develop management skills, teamwork, and communication skills critical to their professional life and marketable industry competencies.

#### 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.

#### SKIR2010 Risk Management 42.0 Hours

This course builds on knowledge and skills gained from courses in Health and Safety in the Workplace and Snow Safety and focuses on the importance of risk prevention and management in the winter resort context. It includes risk identification, mitigation of risk, risk management practices, developing a culture of safe practice, emergency planning and management, and insurance and litigation. Learners will have ample opportunity to assess and discuss concepts through a case study approach.

### **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.*