

SNOW RESORT FUNDAMENTALS

Program Outline

Major:	SRFN
Length:	1 Year
Delivery:	2 Semesters, plus 1 work term
Credential:	Ontario College Certificate
Effective:	2013-2014
Location:	Barrie
Start:	Fall (Barrie)

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 program 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 to proceed successfully to their first co-op work experience. 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.georgianc.on.ca/careers/for-students/

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

Fall | Winter | Summer
2013 | 2014 | 2014

Admission Requirements:

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- OSS curriculum: OSSD or equivalent, with Grade 12 English (C) or (U) (ENG4C, ENG4U)

Non-Secondary school applicants (19 years or older):

- Any credit Communication course taken at Georgian College
- College preparatory programs including those taken at Georgian College: Hospitality Skills and General Arts and Science*
- Equivalent courses in English taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications
- Mature student testing in English that meets the minimum standards for admission (available through most testing services)*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses from accredited colleges/universities

Home school applicants:

- Applicants can write the mature student testing in English that meets the minimum standards for admission (available through testing services)*

* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In

addition, those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

Credit transfer and course exemptions:

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: 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

ACCT1013 Accounting Fundamentals
FOSR1010 Mixology
MKTG2015 Hospitality and Tourism Marketing
SKIR1005 Lift Functions and Maintenance 1
SKIR1006 Winter Sport Product Knowledge
SKIR2001 Snow School Management
SKIR2005 Resort Sport Technician 1
SKIR2006 Terrain and Trail Design
SKIR2009 Snow Management
SKIR2010 Risk Management
TOUR1008 Introduction to Hospitality Services
TOUR1009 Dynamics of Hospitality and Tourism
WETC1010 Welding Techniques

General Education Course

To be selected from College list

Co-op Work Term

COOP1019 Ski Resort Work Term 1

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.

FOSR1010 Mixology 42.0 Hours

This course focuses on the skills used on bar operations, as well as the duties and responsibilities of bar staff and their role in customer relations. Students will gain theoretical and practical knowledge relating to the production, preparation and presentation of "mocktails", spirits, wines and beers. This course will afford students the opportunity to acquire Smart Serve Certification which addresses the legal responsibilities and obligations of serving alcohol in a licensed establishment.

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.

MKTG2015 Hospitality and Tourism Marketing 42.0 Hours

This course expands the student's study of the basic principles of marketing. What happens after the needs and wants of prospective customer segments have been identified, is the focus of this course. It includes the development of promotional methods and materials used to attract these markets.

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.

SKIR1005 Lift Functions and Maintenance 1 42.0 Hours

This course builds on the knowledge and skills developed in SKIR 1000, Introduction to Outside Operations. A brief history of lifts, designs and innovations is followed by an intensive study of the anatomy of a basic lift system and the required infrastructure. The management of lift operations, lift maintenance, maintenance schedules and related legislation round out this course.

SKIR1006 Winter Sport Product Knowledge 42.0 Hours

An introductory study of winter sports equipment including hard goods and soft goods, which will include common terminology, construction, materials, bio-mechanics, manufacturing & production standards, selection, fit, repair and equipment care.

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.

SKIR2001 Snow School Management 42.0 Hours

This course explores the different roles and functions of the ski/board school at a resort, emphasizing its role as a center of customer service excellence, while generating revenue for the operation. Effective staffing, programming, marketing and community relations will be discussed. Equipment and industry trends and instructional activities for skiers with disabilities will be presented.

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.

SKIR2005 Resort Sport Technician 1 42.0 Hours

An introduction to techniques and theory relating to the design, repair, maintenance, and service of winter resort sports equipment, including: skis, ski boots and poles; snowboards and snowboard boots; snow tubes and snowshoes. Popular off-season sports equipment will be included as well. The importance of operating a safe, financially viable and environmentally responsible shop will be emphasized.

SKIR2006 Terrain and Trail Design 42.0 Hours

This course will explore the evaluation, planning and management parameters for on-slope skier carrying capacity, 'area balancing' to compare the ski area trail development with the apparent proportions of the skier markets, the International Trail Standards, as well as the industry's accepted skier skill classification levels. Case studies of North American, European and Asian snow sport resorts will be used to demonstrate slope and trail design applications and their different response to market and cultural demands.

SKIR2009 Snow Management 42.0 Hours

Today's riders want great snow conditions and natural features plus well designed and maintained man-made features. The ability of grooming and snowmaking departments to satisfy these needs can greatly influence rider enjoyment and promote incident free skier visits. Students will study the science and practice of snow management and grooming, the evolution of grooming and snowmaking, future trends, equipment, departmental operations, safety and risk management in a number of different resort situations.

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.

TOUR1008 Introduction to Hospitality Services 42.0 Hours

This course develops essential knowledge and skills in core food and beverage services common to hospitality, tourism, and recreation operations. Students have the opportunity to gain specific practical experience required to work in this industry. Guest service procedures, and effective customer service skills and attitudes will be developed

and practiced to meet the high level of service quality desired in this niche area of food and beverage service.

TOUR1009 Dynamics of Hospitality and Tourism 42.0 Hours

The elements of the Tourism and Hospitality sectors and how they relate to each other will be introduced along with discussions of career opportunities and future trends. Students will study the roles of organizations and associations as well as the influence of the economy and environment on this global industry.

WETC1010 Welding Techniques 42.0 Hours

The basics of gas and electric welding, cutting, and brazing are introduced in this course. Heat treating and annealing are also covered. Safe working welding practices which can be used for maintenance and minor repair work are also emphasized.

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.