

# 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>	2014-2015
<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 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/](http://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 1	Sem 2	Sem 3	Work Term 2	Sem 4
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Fall 2014	Winter 2015	Summer 2015	Fall 2015	Winter 2016	Summer 2016

### **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/](http://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.

**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

BUSI2007 Entrepreneurship and Small Business  
FOSR1010 Mixology  
MKTG2015 Hospitality and Tourism Marketing  
MKTG2016 Marketing Strategies  
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  
TOUR1008 Introduction to Hospitality Services  
TOUR1009 Dynamics of Hospitality and Tourism  
WETC1010 Welding Techniques

#### 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.

**BUSI2007 Entrepreneurship and Small Business 42.0 Hours**

This course will deal with creative and administrative elements and management concepts that impact a hospitality and tourism entrepreneur who wishes to establish a practical and viable small business. The required skills and aptitudes for small business management will be explored. The business background in which small business operates in Ontario and Canada will be studied to provide a solid basis for decisions regarding the undertaking of small business opportunities.

**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

**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.

**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.

**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.

**MKTG2016 Marketing Strategies 42.0 Hours**

This course will give students an in-depth understanding of all marketing fundamentals including advertising, promotion, public relations, event and cause-oriented sponsorships, publicity, and media relations. This course will cover all media, their strengths and weaknesses and their relationships with the ski and snowboard markets, how to plan and buy the relevant media, as well as an overview of the successes and failures experienced in Canada. The impact and role of e-commerce will be addressed.

**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.*