

SNOW RESORT OPERATIONS

Program Outline

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| Major: | SROP |
| Length: | 2 Years |
| Delivery: | 4 Semesters, plus 2 work terms |
| Credential: | Ontario College Diploma, Co-op |
| Effective: | 2018-2019 |
| Location: | Barrie |
| Start: | Fall (Barrie) |

Description

Snow Resort Operations is for people who love to ski or snowboard and want to explore opportunities to work in the snow resort industry. Students develop skills and knowledge they can use to find success at snow resorts, in other fields or in further studies. Students are also exposed to healthy, active ways of living, adventure, challenge and variety, and connectedness with the outdoors. 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.

Career Opportunities

Graduates may find work as Snow School Supervisors, Lift Mechanics, Pro Patrollers, Risk Managers, Terrain Park Builders, Event Coordinators, Grooming Operators, Group Sales Coordinators, Rentals Supervisors, Retail Managers, Marketing Assistants, and Entrepreneurs. While many of these positions are seasonal in nature more and more graduates are securing full-time year-round employment in the snow resort industry.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- utilize effective communication and problem solving skills to facilitate delivery of outstanding customer service;

- work competently and effectively as an individual, as a team member and as a leader in a variety of industry specific settings and situations;
- assess snow resort processes and environmental sustainability by using design principles and critical thinking;
- employ basic entrepreneurial strategies to identify and respond to new opportunities, trends and technologies;
- analyze risk management practices, policies and procedures necessary to maintain a safe and marketable snow sport operation;
- apply basic financial and accounting principles appropriate to the snow resort industry;
- develop and implement basic sales and marketing tools, promotional plans, events and activities;
- exemplify professionalism, participate in society as an informed citizen, and pursue an enriched and ethical 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/

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 2018 | | Winter 2019 | | Summer 2019 | | Fall 2019 | | Winter 2020 | | Summer 2020 |
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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/

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/

Additional Information:

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

Graduation Requirements:

- 12 Mandatory Courses
- 2 Communications Courses
- 7 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
ENTR2009 Entrepreneurship and Small Business
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

In this course, students are introduced to database, spreadsheet, and presentation software. Students are provided with a working knowledge of the most common business computer application software. Students are provided 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

ENTR2009 Entrepreneurship and Small Business 42.0 Hours

This course deals with establishing and operating a small business. Emphasis is placed on using business techniques, acquired in previous courses, to assist in developing a comprehensive understanding of the skills and abilities needed to succeed.

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. Students gain 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 the profit centres found within a typical snow resort. Students learn about the roles of these operations and develop the essential skills required to effectively deliver products and services to the customer. Topics include ticket and pass sales, retail operations, rentals and repairs, snow school, and food and beverage operations.

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.