



SYLLABUS

DISNEY'S PRACTICUM COURSE

INTRODUCTION

This course is a practical experience where students will **learn by doing** specific clerical tasks related to their field of study. The course allow students to apply concepts learned in the classroom at the Disney's workplace. Students will be able to live at the Disney Residences, administer their own budget, increase their interpersonal communication skills and work with others at the workplace. This course has a duration of 6 months.

DESCRIPTION

This course is created to allow the students demonstrate the learned core competencies needed in the service industry by participating on a supervised real life work experience.

Students will be able to apply customer service to real customers, take decision to overcome guest problems, practice their communication skills and work in teams enhancing their interpersonal skills. The students will also have the opportunity to learn about the importance of profitability, while exceeding customer expectations. By the end of this course, the students will be able to understand the importance of service as a differentiator factor while increasing their decision making process and evaluate their performance in their workplace.

LEARNING OBJECTIVES

At the conclusion of this course students will learn:

1) How to build a service framework is based in:

Innovation, Leadership, Vision, Strategies and Culture

2) How to have relentless focus upon understanding the needs, perceptions, and expectations of customers and guests.

3) How to improve the overall experience for the customers, exceed their expectations, and keep them coming back for more.

4) How to apply different methods to research information useful in satisfying customers and guests by understanding their needs, wants, stereotypes, and emotions and by having tools for personalizing the customer and guest experience

5) How to ask open-ended questions, like:

- Why did you rate your experience “excellent?”; • Why did you say you may or may not return?
- Describe the specific problem you encountered.

6) How to determine what’s most important to customers and guests; for example: Feeling special, being treated as an individual, respecting people, knowledge

7) How to develop and apply quality standards, like courtesy(involves knowing the needs, wants, stereotypes and emotions of each person), efficiency (involves providing for the smooth operation of facilities, systems, and personnel), safety (provides for the welfare of the customer, guests and personnel) and show (creates and demonstrates an excellent experience for customers and guests)

8) How to achieve a level of service customers want based on: Respect, productivity, dignity, efficiency, sympathy, organization’s reputation, concern, attitude , privacy, comfort, technology skills, safe and clean environment, knowledge, information accessibility and previous experiences.

Also, at the end of this course student will be able to:

- 1) To assess the factors which influence the service culture.
- 2) To understand how verbal and nonverbal communication skills can be used to strategically improve customer satisfaction.
- 3) To analyze customer behavior in order to better identify their needs and patterns.
- 4) To recognize examples of service breakdowns and strategies for recovery.
- 5) To identify the challenges and considerations involved in a diverse world.
- 6) To discuss strategies and techniques for promoting customer loyalty.

San Ignacio University will provide an online platform for students to review and study the concepts and cases of this customer service course and will create forums and chats for group discussion about different topics.

LEARNING ACTIVITIES

Since this is a course where students will **learn by doing** specific clerical tasks related to customer and guest service, each month students will develop activities to apply customer service to real customers, take decision to overcome guest problems, practice their communication skills and work in teams enhancing their interpersonal skills

HOMEWORK ASSIGNMENTS

- 1) Read the documents, which will be available in the online platform of the course;
- 2) Prepare a report of 2-3 pages, about your experience and learning activities during each month;
- 3) Participate in the discussion groups (Forums) in the topic related to the objectives of each month.

TOPICAL OUTLINE AND SCHEDULE

August 2018

GENERAL OBJECTIVE

Study Disney's service framework and service culture. Analysis how Disney's organization provides excellent service to customers and guests and understands their needs and expectations.

Specific Objectives

Understand:

- 1) How to build a service framework is based in: Innovation, Leadership, Vision, Strategies and Culture
- 2) How to have relentless focus on understanding the needs, perceptions, and expectations of customers and guests.
- 3) How to assess the factors which influence the service culture
- 4) How are the strengths of a guest and customer-focused organization, like Disney.
- 5) How are the cultural and environmental factors that affect customer service.
- 6) How to identify the challenges and considerations involved in a diverse world

September 2018

GENERAL OBJECTIVE

Analysis of Disney's vision, strengths and strategies to improve the quality of service for guests and customers and satisfy their expectations and perceptions by studying customer behavior

Specific Objectives

Understand:

- 1) How to improve the overall experience, exceed expectations, and keep customers and guests coming back for more.
- 2) How to analyze customer behavior in order to better identify their needs and patterns.
- 3) How to observe how an organization's value statement (like Disney) can direct the employee approach to the concept of service excellence.
- 4) How to recognize why interpreting actions and reactions is important for customer service professionals.
- 5) How to identify strengths in behavioral styles while dealing with customers.
- 6) How to build stronger customer relationships.
- 7) How to discover customer needs, seek opportunities for service, and respond to behavioral styles appropriately.

October 2018

GENERAL OBJECTIVE

Study the methods and techniques that Disney uses to gather information and does research on guests and customers. Analysis how is the interactions between Disney and guests and the feedback provided from customers, and how Disney solves service conflicts and/or breakdowns

Specific Objectives

Understand:

- 1) How to apply different methods to research information useful for satisfying customers and guests by understanding their needs, wants, stereotypes, and emotions and by having tools for personalizing the customer and guest experience

2) How to ask open-ended questions, like:

- Why did you rate your experience “excellent?”
- Why did you say you may or may not return?
- Describe the specific problem you encountered.

3) How to elicit customer feedback and participation.

4) How are the guidelines for providing positive feedback and effective conflict management.

Identify causes and responses to conflict

5) How to recognize examples of service breakdowns and strategies for recovery

November 2018

GENERAL OBJECTIVE

Learn which are the standards that Disney applies to improve customer quality and its strategies to get customer loyalty by providing personalized and caring services to guests

Specific Objectives

Understand:

1) How to determine what’s most important to customers and guests, like: Feeling special, Being treated as an individual, Respecting people, Knowledge

2) How to develop and apply Quality Standards, like Courtesy(involves knowing the needs, wants, stereotypes and emotions of each person), Efficiency (involves providing for the smooth operation of facilities, systems, and personnel), Safety (provides for the welfare of the customer, guests and personnel) and Show (creates and demonstrates an excellent experience for customers and guests)

3) How to develop strategies and techniques for promoting customer loyalty.

4) How are the factors that contribute to establishing a relationship of trust with customers.

5) How to determine the reasoning behind personalizing service.

6) How to analyze ways in which service can reflect caring and concern.

December 2018

GENERAL OBJECTIVE

Study and analyze all the factors that Disney take in consideration to provide excellent and quality services to customers and guests. Study the communication process in Disney and its strategies to improve the verbal and non verbal communication and listening process to generate trust with customers and guests

Specific Objectives

Understand:

- 1) How to achieve a level of service customers want based in: Respect, productivity, dignity, efficiency, sympathy, organization's reputation, concern, attitude , privacy, comfort, technology skills, safe and clean environment, knowledge, communication, information accessibility and previous experiences
- 2) How to understand how verbal and nonverbal communication skills can be used to strategically improve customer satisfaction
- 3) How to determine and examine the ways in which nonverbal communication can override verbal messages.
- 4) How to understand the characteristics of nonverbal behavior.
- 5) How to define what listening entails and why it is important and how to identify the characteristics of a good listener
- 6) How to establishing a relationship of trust with customers.
- 7) How to provide a personalizing service that reflects caring and concern.

January 2019

GENERAL OBJECTIVE

Review all the concepts, methodologies, techniques, strategies, ideas and experiences learned during activities develop in this Disney's Practicum course.

Specific Objectives

List:

- 1) All the experiences and practical learning acquired by developing different activities during the course.
- 2) All the ideas generated during the course which could be very useful for improving customer's satisfaction.
- 3) All the methodologies and techniques applied in different areas and processes performed.
- 4) All the recommended strategies for improving guest's satisfaction and customer's loyalty.
- 5) All the relevant observations derived from the practical learning.
- 6) All the recommendations and conclusions which are derived from this Disney's Practical course.