



Approved Educational Offerings (Choose One)

Montclair State University has approved the following 9 courses for credit. Upon successful completion of one of the following courses—you will be awarded 3 credits. The three semester hours earned will then be included in your MSU Certificate. Each course described below is taught once per week lasting three to four hours in length and consists of 11 sessions.

Advanced Studies in Hospitality Management

The objective of this course is to prepare students to become entry-level managers in the Hospitality industry by exposing them to contemporary and complex operational issues and situations and equipping them with the ability to analyze problems and develop, propose and implement strategic solutions. Some of the topics covered include guest service, strategic planning, international tourism, human resource management, among others.

Corporate Analysis

This course provides an organizational exploration of The Walt Disney Company and covers a variety of topics including its corporate history, structure, governance, performance, and culture. In addition, students will learn more about our Company's concepts around innovation & technology, globalization, history & heritage, community responsibility, and diversity & inclusion.

Corporate Communication

This course is designed to introduce the students to the purpose and significance of communication within an organization at many levels. Students will learn both the why and how of communicative techniques as organizations interface with customers, employees, and the public. As a result, students should have greater understanding of and appreciation for the corporate communicative process.

Creativity & Innovation: Gaining the Edge

This course introduces students to the main theories of Creativity and Innovation. Students will learn various tools to promote creativity within themselves and others, processes to increase innovation, how to contribute to a creative team, how to manage creativity and how to establish a culture of creativity within an organization. As a result, students should have greater understanding of and appreciation for the creative/innovative process and be better able to harness and direct those forces for themselves and others.

Experiential Learning

This course combines academic classroom education with on-site learning opportunities across the *Walt Disney World*® Resort. Participants study theories of adult education, experiential learning, and the role of learning in a corporate environment. Directed activities include diversity, self-directed learning, career exploration, community volunteer activities, and the exploration of education in entertainment.

Human Resource Management

This course provides an overview of fundamental human resource management in a corporate setting. The focus is on the fundamentals of Human Resource Management including: Equal Employment Opportunity, employee rights and labor relations, recruiting and the foundations of selection, employee development, performance evaluation, rewards, benefits, safety and health programs.

Interactive Learning Program

The program is based on The Walt Disney Company and four success factors: heritage, technology, communication, and leadership. There are in-class meetings, field experiences, and self-directed learning sessions. Students will complete a variety of assignments including researching corporate partnerships within our parks and resorts.

Marketing You

Through participation in this course students learn how to market their skills of communication, customer service, problem solving, conflict resolution, decision-making, self-management, and creative thinking. Key elements include the development of a career focus and a personal marketing plan that encompasses the creation of a cover letter, résumé, and networking strategy.

Organizational Leadership

This course analyzes the universal principles of leadership theory and their application within a personal and corporate environment. Instruction is designed to build repeatable and transferable leadership knowledge and skills.