Review of Performance: **BU101 Introduction to Business, Fall 2011, 26 students**

Submitted by: Debra Perman

**Hospitality & Tourism Management Program Learning Objectives (PLOs):**

1. Explain the interdependent components of the international hospitality and tourism industry including transportation, customer service, food service, lodging, attraction management, roles of national and state visitors’ authorities, marketing and sales.
2. Demonstrate professional lodging specific technical skills, supervisory techniques and management skills.
3. Explain the types and elements of food service operations.
4. Demonstrate front of the house technical and supervision techniques.
5. Describe tourism attraction support services and related business opportunities.
6. Describe the importance of developing the FSM as a sustainable tourism destination.
7. Communicate in basic Japanese for lodging, food service and tourism provider guest service.

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| **SLO#** | **PLO#** | **I, D, M** | **Reflection/Comment** |
| 1. Explain what a business is and how it operates in a free market system. Discus the concept of social responsibility in business. | 1, 3, and 5 | I | 100% were successful at the level of C or better. Assessment was based on review question assignments and a quiz. |
| 2. Discuss inflation and unemployment and how monetary and fiscal policy are used to combat them. Differentiate between     macroeconomics and microeconomics. | 1 and 6 | I | 35% or 9 students were successful at the level of C or better. Assessment was based on graphing project and essay exam. |
| 3. Identify and explain the three basic forms of business ownership. Identify the levels of management and skills required for managerial success. | 1,2, 3, 4, and 5 | D | 100% were successful at the level of C or better. Assessment was based on group project and presentation. |
| 4. Describe the concept of human resource planning and outline the major steps involved in the process. Explain how each step in the recruitment and selection process contributes to finding the right person for the job. | 1,2, 3, and 4 | I | 100% were successful at the level of C or better. Assessment was based on group exercise and quiz. |
| 5. List the major functions of marketing. Discuss how marketing's role in the exchange process creates utility. | 1,5, and 6 | I | 11% or only 3 were successful at the level of C or better. Assessment was based on marketing research assignment and essay exam. |
| 7. Explain the objectives of promotion and the concept of a promotional mix. | 1,3,5, and 6 | I | 11% or only 3 were successful at the level of C or better. Assessment was based on marketing research assignment and essay exam. |
| 8. Describe the functions of accounting and its importance to the firm's management and to outside parties such as investors, creditors, and government agencies. | 1, 2,3,4,and 5 | I | 100% were successful at the level of C or better. Assessment was based on individual project and quiz. |
| 9. Identify the major categories of financial institutions and the sources and uses of those funds. | 1 and 4 | I | 100% were successful at the level of C or better. Assessment was based on group project and presentation; and quizzes. |

**Additional observations:**

The first two chapter exams were essay questions based on the chapter end summary reviews in which majority scored very low due to weak English and Writing skills. Another area of weakness for most students is Research Assignment but most students scored well with group projects and short answer quizzes

**Special comments:** Total grading scale of 100% is distributed as follows-20% for Quizzes; 20% for Assignments; 25% Chapter Exams; 25% Midterm and Final Exams, Projects, and Presentations; 10% Attendance and Participation. Six students attained B, sixteen a C, two a D, one an F, and 1 Incomplete.

**Recommendations:** none

Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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