

Review of Performance: **(BU101 Introduction to Business, Fall 2013, 17 students)**

Submitted by: Debra W. Perman

Hospitality & Tourism Management (HTM) Program Learning Outcomes:

- PLO(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.
- PLO(2): Demonstrate professional lodging specific technical skills, supervisory techniques and management skills.
- PLO(3): Explain the types and elements of food service operations.
- PLO(4): Demonstrate front of the house technical and supervision techniques.
- PLO(5): Describe tourism attraction support services and related business opportunities.
- PLO(6): Describe the importance of developing the FSM as a sustainable tourism destination.

SLO#	HTM Program SLO#	I, D, M	Reflection/Comment
General SLO 1. Explain the development of ethical standards in an organization and being able to judge the responsibility of a business to the general public, customers and employees.			
1.1 Explain concepts of business ethics and social responsibility and describe factors influencing them.	1 to 6	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on assessment results from 1 take-home assignment, 1 quiz, and 2 exams.
1.2 Identify common ethical dilemmas in the workplace.			
1.3 Discuss how organizations shape ethical behavior.			
1.4 Summarize business social responsibilities to the general public, customers and employees.			
1.5 Explain why investors and the financial community are concerned with business ethics and social responsibility.			
General SLO 2. Identify domestic and global economic factors affecting the business climate and explain the importance of global commerce and the challenges of entering global markets.			
2.1 Explain the factors that drive demand and supply.	1, 3, 5, & 6	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on assessment results from 1 class assignment, 1 quiz, and 2 exams.
2.2 Describe the different market structures and economic systems.	1, 5, & 6	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on assessment

			results from 1 class assignment, 1 quiz, and 2 exams.
2.3 Explain how productivity, price level, and employment levels affect the stability of a nation's economy.	1 to 6	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on assessment results from 1 class assignment, 1 group exercise, 1 quiz, and 2 exams.
2.4 Describe major global economic challenges of the 21 st century.			
2.5 Explain the importance of international business and the primary reasons nations trade.			
2.6 Describe how nations measure international trade and the significance of exchange rates.			
2.7 Identify the major barriers that confront global businesses and how they can be reduced.			
2.8 Compare different levels of involvement used by business when entering global markets.			
General SLO 3. Differentiate between the forms of business ownership and the advantages and disadvantages of each.			
3.1 Summarize the three basic forms of business ownership and the advantages and disadvantages of each form.	1 & 5	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on assessment results from 1 group presentation, 1 quiz, and 2 exams.
3.2 Differentiate among private ownership, public ownership and collective ownership.			
General SLO 4. Evaluate reasons for becoming an entrepreneur and the preparation and traits leading to success.			
4.1 Explain why people choose to become entrepreneurs.	1 to 6	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on assessment results from 1 take home exercise, 1 group presentation, 1 quiz, and 2 exams.
4.2 Discuss factors that support and expand opportunities for entrepreneurs.			
4.3 Identify personality traits that typically characterize successful entrepreneurs.			
General SLO 5. Distinguish between different levels of management in the organizational structure and their functions and being able to examine the strategic planning process.			
5.1 Define management and the necessary management skills.	2, 4, & 5	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on assessment

5.2 Describe the strategic planning and decision making process.			results from 1 group presentation, peer evaluation; 2 quizzes, and 2 exams.
5.3 Define leadership and compare the different leadership styles.			
General SLO 6. Identify the responsibilities of human resource managers in hiring separation, compensation, benefits, training, motivation and labor negotiation.			
6.1 Describe the recruitment and selection process.	2, 4, & 5	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on assessment results from 1 group presentation, peer evaluation; 2 quizzes, and 2 exams.
6.2 Explain how training programs and performance appraisal supports growth and development of employees.			
6.3 Outline methods of compensation to employees.			
6.4 Explain employee motivation through Maslow's hierarchy of needs.			
6.5 Summarize the role of labor unions and the tactics of labor-management conflicts.			
General SLO 7. Interpret the steps and the factors to consider in the development of a successful business and marketing plans.			
7.1 Discuss the importance of business plan and explain the steps involved and the major elements it should contain.	1, 5, &6	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on assessment results from 1 individual presentation, 1 group presentation, peer evaluation; 1 quiz, and 2 exams.
7.2 Discuss the importance of marketing plan and explain the steps involved and the major elements it should contain.			
General SLO 8. Compare the stages of the product life cycle and the marketing activities of each stage and describe how components of a promotional mix could be used to meet promotional objectives.			
8.1 Describe the four stages of the product life cycle;	1, 5, &6	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on assessment results from 1 individual presentation, 1 group presentation, peer evaluation; 1 quiz, and 2 exams.
8.2 Identify and explain the marketing strategies; and			
8.3 Explain the concept of promotional mix and objectives of promotion.			
SLO 9. Discuss how financial managers locate sources for short and long term funds and allocating those funds.			
9.1 Compare the two major sources of funds for a business and explain the concept of leverage;	1, 5, &6	I = 17	17/17 students successfully met this SLO with 70 % or above rating based on

9.2 Identify sources of short-term financing ; and			assessment results from classroom exercise, 1 quiz, and 1 exam.
9.3 Discuss long-term financing options.			

Additional observations: none

Special comments: Originally 18 students were enrolled in the course and 1 eventually withdrew due absenteeism and missed midterm exam. Of the 15 who completed the course, there were 10 Bs, 6 Cs, and 1 Audit student who earned a B average.

Recommendations: none

Signature: Debra W. Perman, Instructor /s/

Date: 12/17/13

Please check which of the following were assessed in this course:

Institutional Student Learning Outcomes:

COM-FSM graduates will demonstrate:

- a) Effective oral communication
- b) Effective written communication
- c) Critical thinking
- d) Problem solving
- e) Intercultural knowledge and competence
- f) Information literacy
- g) Foundations and skills for life-long learning
- h) Quantitative Reasoning