BUS 100W (Acker)
Sample Problem-Solving Scenarios, Winter 2023

For Project #3, you may choose ONE of these scenarios to write about. You will still need to develop a specific Context Description for your report.

1. You are the **Assistant Manager** **of the Riverside Madison branch of 24 Hour Fitness**. Since your gym reopened after COVID, customers and potential customers have posted many complaints on Yelp about your gym’s unsanitary conditions, especially in the pool and sauna areas. Propose a way to **consistently** **improve housekeeping and maintenance** so you can persuade more people to join your gym.
2. You are the **Event Services Manager for the** **University of Redlands**, where you **coordinate room preparation** for major events like conferences and wedding receptions. Recently, your team has had trouble **tracking the furniture and audiovisual equipment** that you use to set up event space, leading to several customer complaints. Propose a better system to **document your inventory and make sure it’s distributed on time to the correct rooms**.
3. You are the **Internship Program Manager for Deloitte**. While your program attracts many talented students, you are having trouble **recruiting them for full-time positions at Deloitte** after they graduate. Specifically, past interns have complained that their internship tasks do not match their career goals or improve their professional development. Propose a way to **enhance your internships to make them more appealing and improve intern retention.**