



Annual Program Review Report

Select the academic year you are reporting on

2024-2025

Program Title

Business & Accounting

Individual completing form (name and title)

Vicky Swank, Associate Professor

Provide a link to the program's course catalog page.

https://catalog.heritage.edu/preview_program.php?catoid=20&poid=2282&returnto=1110

Upload your Program Learning Outcome Curriculum Map



Curriculum Map for Business.docx

What one program learning outcome did you focus on this past year?

1. Demonstrate knowledge of concepts, principles, standards and processes that are essential to the development and management of business.

What data did you review and analyze related to the program learning outcome? (e.g. key assignments, end of course evaluation qualitative data, end of program survey data)

The supervisor evaluation reports for the student interns in 24/25.

Please upload data you reviewed and analyzed. (Note: it is required that data be disaggregated, analyzed, and used with an equity lens.)



Business Department Student Interns... .xlsx

Provide a brief analysis of the program learning outcome data you reviewed.

100% of the interns would have been offered a job if a position were available
All supervisor ratings were exceptional or very good
100% of the interns met the learning objectives
The average supervisor score was 83 out of a possible 88, which exceeds the goal of 74 established by the business department.
Category scores are as follows: The max score is 4.0
The average score for the competency rating was 3.8
The average score for the work habits was 3.8
The average score for communication skills was 3.7
The average score for interpersonal skills was 3.7
The average score for professional and career developmental skills was 3.86

What changes, if any, will you make as a result of this analysis?

A review of comments from supervisors has prompted the department to offer BADM400 – Conflict

Management and Negotiations every spring, instead of every two years. Students will be encouraged to register for the course to enhance their interpersonal skills and to develop confidence in their ideas and their ability to share them in a group setting.

More emphasis will be placed on prompting students to ask questions to clarify and gain an understanding of the instructions and to enhance critical thinking and problem-solving skills.

Positive comments reflect the strength of the business program in developing communication skills, both oral and written, flexibility, curiosity, and initiative to take on new tasks.

What program learning outcomes will you be reviewing and analyzing next year?

2. Demonstrate ability to analyze situations, identify opportunities, develop strategies, and solve problems to achieve management goals and optimize organizational effectiveness and performance.