

WCTC PROGRAM LISTING

BUSINESS, MANAGEMENT AND FINANCE



Hands-on
Higher Ed



YOUR PATH TO SUCCESS

Encompassing a broad range of industries and professions, this set of programs offers diverse opportunities to make decisions, lead teams and shape the future of organizations of all shapes and sizes. With a focus on the principles of business operations, financial management, leadership and organizational strategies, students enjoy a dynamic and rewarding pathway to transferable skills and career stability.

ACCOUNTING | PATHWAY

Accounting

61-credit AAS | wctc.edu/accounting

POTENTIAL CAREERS:

Accountant, Accounts Receivable Clerk, Accounting Supervisor

Accountants play a critical role in the fiscal management of any organization - large or small. The fast-paced business environment depends on sound financial processing, controls and decision-making. Discover how to prepare, interpret and analyze financial information; master accounting fundamentals; and develop extensive computer skills in business-based software programs.

[Click here for program courses](#)

Accounting Assistant

26-credit TD | wctc.edu/accounting-asst

POTENTIAL CAREERS:

Accounts Payable/Receivable Accountant, Payroll Accountant, Bookkeeper

Learn to perform entry-level bookkeeping and accounting work through real-world scenarios and simulations. Combine hands-on computer training with accounting concepts and procedures. Prepare for work in a wide variety of business types and sizes.

[Click here for program courses](#)

[Computerized Accounting Specialist | 18-credit Cert](#)

Business Management

60-credit AAS | wctc.edu/business-mgmt

POTENTIAL CAREERS:

Production Specialist, Account Coordinator, Business Development Specialist

Business managers set objectives, delegate tasks and manage personnel while providing solid leadership to ensure success. In this program, acquire a broad business background to enhance the ability to make sound decisions. Learn how to plan, organize, direct and evaluate business functions essential for a business to run productively and efficiently.

[Click here for program courses](#)

"I feel prepared to take on the world with the knowledge I have gained here."

Jamie Heinemann, Business Management '19

Connect with WCTC



BUSINESS, MANAGEMENT AND FINANCE CERTIFICATES:

Accounting in Healthcare | 18-credit
Change Management | 12-credit
Compensation and Benefits Specialist | 12-credit
Computerized Accounting Specialist | 18-credit
Entrepreneurship | 17-credit
Excellence in Leadership | 9-credit
Global Marketing | 9-credit
Global Trade Finance | 15-credit
Lean Enterprise | 12-credit
Marketing Leadership and Innovation | 18-credit
Marketing Media | 23-credit
Operational Effectiveness | 12-credit
Property Assessment | 11-credit
Six Sigma Black Belt | 6-credit
Six Sigma Green Belt | 9-credit
Social Media Marketing | 10-credit
Supply Chain Specialist | 12-credit
Talent Acquisition Specialist | 14-credit
Tax for the Non-Accountant | 12-credit

Customer Service Specialist

16-credit TD | wctc.edu/customer-service

POTENTIAL CAREERS:

Customer Service Manager, Guest Relations Specialist, Call Center Representative

Now more than ever, good customer service is key to a company's success. Learn to manage orders efficiently, communicate with customers effectively and address concerns in a professional manner. Hone organization, self-motivation and teamwork skills that can be applied to customer service positions in a wide variety of industries.

[Click here for program courses](#)

HUMAN RESOURCES | PATHWAY

Human Resources

60-credit AAS | wctc.edu/human-resources

POTENTIAL CAREERS:

Compensation Benefits Coordinator, Training and Development Coordinator, HR Generalist

Human resources adds value to an organization by managing its most important resource – people. HR professionals attract, recruit and hire staff; provide details about programs and benefits; maintain employment records; and work with payroll. Explore employment law, employee training and development, compensation and benefits administration, labor relations, and wellness and safety initiatives.

Can be combined with the Leadership Development program to complete two associate degrees in three years.

[Click here for program courses](#)

Human Resource Professional

18-credit TD |

wctc.edu/human-resource-professional

POTENTIAL CAREERS:

Training and Development Coordinator, Human Relations Payroll Assistant

Matching the right employees with the right positions and effectively managing personnel contribute to a company's overall success. Develop skills in the recruitment, development and evaluation of employees. Cultivate management abilities in planning, organizing, controlling and directing the work of others. Explore employer liabilities and legalities, and gain familiarity with employment law.

[Click here for program courses](#)

[Compensation and Benefits Specialist | 12-credit Cert](#)



Leadership Development

60-credit AAS | wctc.edu/leader-dev

POTENTIAL CAREERS:

Branch Manager, Circulation Manager, Operations Leader

This program is designed for new leaders and people aspiring to move into a leadership position. Leaders will gain additional skills to measure and improve quality, think critically, solve problems, organize and build work team relationships, and develop and maximize human resources.

Can be combined with the Human Resources program to complete two associate degrees in three years.

[Click here for program courses](#)

Organizational Leadership

18-credit TD | wctc.edu/org-leadership

POTENTIAL CAREERS:

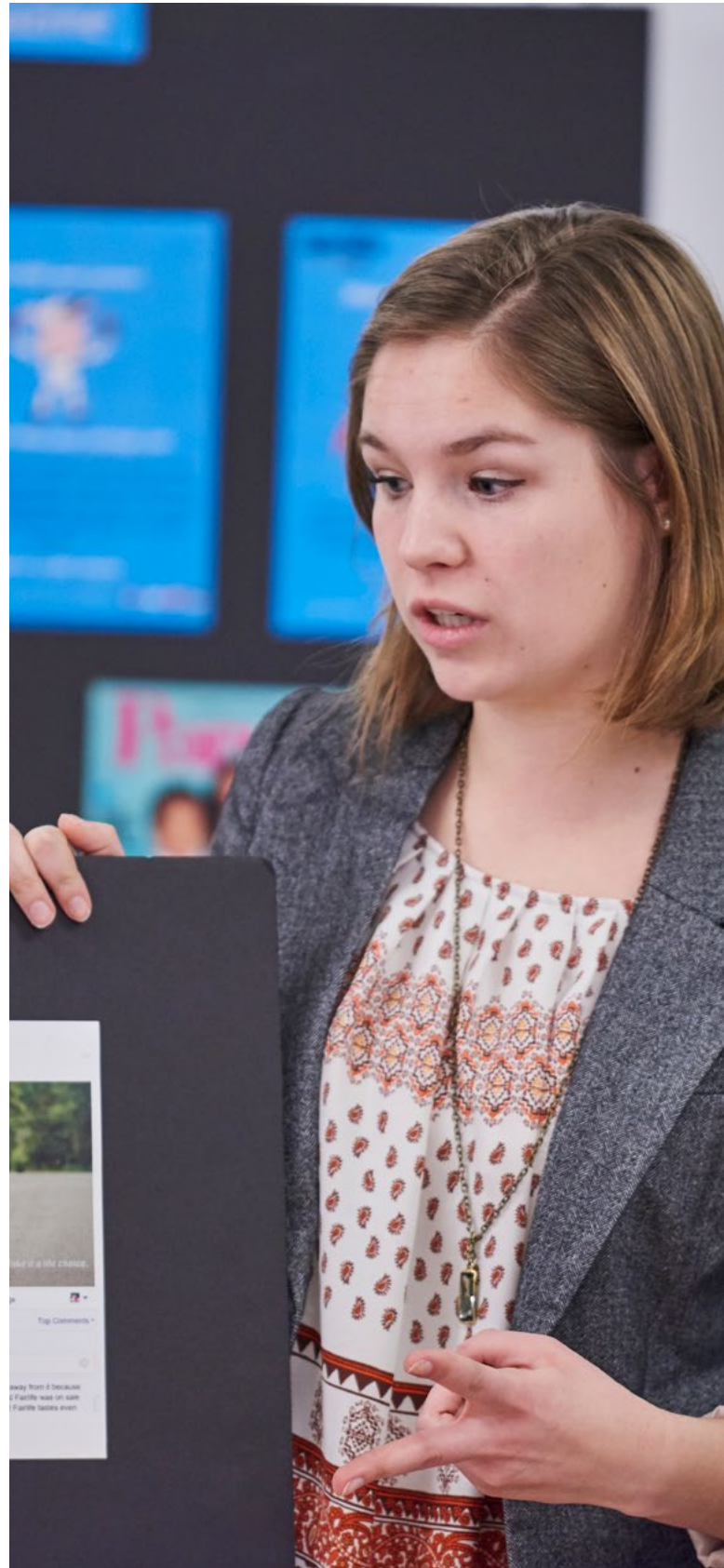
Production Team Leader, Plant Operations Manager, Account Manager

In today's changing workplace, effective leadership skills are needed to inspire employees and achieve business goals. Develop skills in the foundations of functional management, proactive leadership and systems improvement for entry-level supervisory positions. Learn how to communicate clearly with employees, better manage conflict and develop the confidence of others.

[Click here for program courses](#)

[Excellence in Leadership | 9-credit Cert](#)

[Change Management | 12-credit Cert](#)



Marketing

63-credit AAS | wctc.edu/marketing

POTENTIAL CAREERS:

Inside Sales Representative, Business Development Representative, Marketing Research Analyst

Marketing plays a fundamental role in business by creating, communicating and delivering products or services. In this dynamic, hands-on program, gain a comprehensive understanding of business and marketing fundamentals. Develop skills in advertising, customer service, communication, sales and strategy. Explore the latest trends and technology in digital and experiential marketing.

[Click here for program courses](#)

Digital Marketing Promotions

18-credit TD | wctc.edu/digital-mktg

POTENTIAL CAREERS:

Digital Marketing Coordinator, Social Media Specialist, Target Marketing Specialist

Gain the technical and communication skills needed to develop and manage integrated digital marketing campaigns. Learn to identify and target potential customers and create appropriate content for a variety of audiences using websites, email campaigns, social media and online advertising. Explore how to use platform-based analytics to measure campaign effectiveness.

[Click here for program courses](#)

[Social Media Marketing | 10-credit Cert](#)

Quality Management

60-credit AAS | wctc.edu/quality-mgmt

POTENTIAL CAREERS:

Process Improvement Auditor, Manufacturing Inspector, Continuous Improvement Manager

Quality management (QM) is a commitment to understanding a customer's precise needs and delivering results on time and within budget. This program offers strategic skill sets in preparation for QM practices that extend to suppliers and distributors, including global supply chain networks.

[Click here for program courses](#)

Lean/Six Sigma

21-credit TD | wctc.edu/lean-six-sigma

POTENTIAL CAREERS:

Process Improvement Coordinator, Value Stream Leader, Lean Coordinator

Prepare to lead and facilitate continuous improvement project teams by using Lean and Six Sigma practices, including data analysis, process documentation, project management and risk analysis.

[Click here for program courses](#)

[Six Sigma Black Belt | 6-credit Cert](#)

[Six Sigma Green Belt | 9-credit Cert](#)

[Lean Enterprise | 12-credit Cert](#)

“Quality management professionals

stand out from the crowd and are helping organizations navigate the need for increased customer satisfaction and loyalty.”

Brenda Wolfe, Quality Management Instructor



Real Estate

62-credit AAS | wctc.edu/real-estate

POTENTIAL CAREERS:

Real Estate Agent, Appraiser, Property Manager

Prepare for a rewarding career in real estate sales, property management, mortgage lending, property appraisal or property assessment. Study real estate law, real estate finance, building design and structure, accounting and real estate investments in an active learning environment, while earning valuable industry credentials along the way.

[Click here for program courses](#)

Property Management Associate

18-credit TD | wctc.edu/property-mgmt

POTENTIAL CAREERS:

Property Manager Community Manager, Leasing Manager

Property management combines real estate knowledge with management skills. Explore topics including property inspection, budgeting and maintenance program development. Learn to project trends in tenant needs and rental rates. Gain an understanding of management leasing to commercial properties including office buildings, shopping centers and industrial properties.

[Click here for program courses](#)



Apply Online Now

wctc.edu/apply-online

Supply Chain Management

62-credit AAS | wctc.edu/supply-chain-mgmt

POTENTIAL CAREERS:

*Purchasing Coordinator, Sourcing Associate,
Junior Buyer*

Businesses of all sizes rely on effective supply chain management to ensure an efficient flow of goods and services. Learn how to prepare and implement a comprehensive supply chain strategy. Plus, explore how lean principles can improve wasteful processes for a more efficient supply chain.

[Click here for program courses](#)

Supply Chain Professional

25-credit TD | wctc.edu/supply-chain-prof

POTENTIAL CAREERS:

*Purchaser, Procurement Specialist,
Category Manager*

Effective supply chain operations ensure an efficient flow of goods and services. Explore transportation, operations management, purchasing, logistics management, and supplier selection and evaluation. Learn how lean principles can improve wasteful processes to increase productivity, work quality and customer/stakeholder satisfaction. Develop skills in accounting, Excel, problem solving and critical thinking.

[Click here for program courses](#)

Pathway continues 

Import/Export Specialist

10-credit TD | wctc.edu/import-export

POTENTIAL CAREERS:

Trade Compliance Analyst, Import/Export Specialist

Companies involved in global business must comply with rules and regulations for importing and exporting products. Learn about key logistics concepts and U.S. trade regulations that focus on export controls and import processes.

[Click here for program courses](#)

[Supply Chain Specialist | 12-credit Cert](#)

[Global Trade Finance | 15-credit Cert](#)

Ready to take a closer look?

We'd love to show you around! Explore our state-of-the-art training facilities, cutting-edge technology, helpful student resources and more - in person or online.

Take a Campus Tour

Join us for a guided walking tour to get a first-hand look at our facilities and learn about all WCTC has to offer.



wctc.edu/visit

Connect with an Enrollment Counselor

Our friendly enrollment counselors are here to help you navigate the process of becoming a WCTC student.

enroll@wctc.edu | 262.691.5129



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