



## CERTIFICATES

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### ■ BUSINESS AND MANAGEMENT

#### **Change Management | 12 credits**

Become an effective change agent in leading direct reports, work teams and other organizational stakeholders to achieve business goals. This program uses an application-based classroom approach, practicing skills both individually and in groups.

#### **Compensation and Benefits Specialist | 12 credits**

Master the functional skills needed to administer employee payroll, wellness initiatives and group health and retirement plans.

#### **Entrepreneurship | 17 credits**

Discover what it takes to start a successful small business venture in an interactive classroom setting. Test the feasibility of different business ideas, and develop a real-world business plan. Learn the realities of starting a small business, such as assessing opportunities, defining the business concept and considering time commitment.

#### **Excellence in Leadership | 9 credits**

The modern workplace structure has changed dramatically in recent years, being refined to more efficiently accommodate change. Learn effective management skills to better communicate with executives and peers during crucial conversations, manage conflicts, handle emotional behavior and help develop and maintain employee self-esteem.

#### **Lean Enterprise | 12 credits**

Lean principles focus on production efficiencies, which decrease waste and create more value for the end customer. Develop skills in factory layout, cell flow, Kanban, pull concepts and value stream flow analysis. Explore methods to increase productivity, reduce scrap, and improve lead time, safety performance and floor space use efficiency.

#### **Operational Effectiveness | 12 credits**

Examine operational and risk management, employee development and continuous improvement, and explore how these elements can work together to improve operational performance. This certificate is designed for front and mid-level leaders looking to effectively optimize their organization's use of resources and create better products and services.

#### **Six Sigma Black Belt | 6 credits**

Study advanced sigma concepts and learn to apply statistical analysis of multiple projects and systems to identify solutions for improvement. Examine different approaches to implementing initiatives and using data to determine achievement of sigma benchmarks.

#### **Six Sigma Green Belt | 9 credits**

Explore the essential methodologies and procedures related to smaller-scale quality improvement projects. Learn how to use the Six Sigma strategic focus in collecting and analyzing statistical data for systems and improvement processes to assist in Six Sigma Black Belt projects.

#### **Supply Chain Specialist | 12 credits**

Explore supply chain operations, including the flow of goods and information from the point of origin to the end user. Topics include 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.

#### **Talent Acquisition Specialist | 14 credits**

Learn how to hire the best talent for your organization through recruitment and staffing skills. Explore the full cycle of the recruitment process, from the initial job requisition to the onboarding handoff. Learn to use a variety of approaches, including networking, leveraging relationships, social media and more traditional recruitment methods.

### ■ FINANCE

#### **Accounting in Healthcare | 18 credits**

To become a healthcare accountant, you'll need specialized knowledge of the healthcare industry. Learn to organize and maintain financial records for medical clinics, hospitals and health insurance companies with basic accounting concepts and healthcare terminology.

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## ■ FINANCE (CONTINUED)

### Computerized Accounting Specialist | 18 credits

Learn to manage finances with technology, including popular accounting programs such as Quickbooks and Excel. Explore basic accounting principles and financial spreadsheet tips and techniques.

### Tax for the Non-Accountant | 12 credits

Learn basic tax concepts and accounting principles designed for individuals. Topics include dependent and filing status qualifications, allowable tax deductions, income tax treatment for sole proprietors and an introduction to QuickBooks software.

## ■ HOSPITALITY, CULINARY AND PASTRY

### Baking/Pastry | 9 credits

Develop the skills needed to join the booming baking and pastry industry. Explore basic baking principles, scientific concepts and techniques in cake design, artisan-style breads and rolls, pastries and confections including chocolates, candies and truffles.

### Culinary Skills | 12 credits

Gain fundamental skills for work in the food service industry in this short-term certificate program. Explore the basics of food preparation and learn to apply food safety and sanitation techniques.

## ■ MARKETING AND SALES

### Global Marketing | 12 credits

Add a global focus to your marketing knowledge, learning to understand the needs of customers and how to best deliver products, services and value on an international scale. Learn to apply critical marketing concepts in a global environment.

### Global Trade Finance | 15 credits

Both small and large U.S. businesses deal with foreign buyers and suppliers. Develop a solid knowledge of issues surrounding global trade finance including international payment terms, Letters of Credit, export credit insurance and foreign currencies. Gain an understanding of global economic issues and how they impact trade and accounting operations.

## Marketing Leadership and Innovation | 18 credits

Help your organization achieve its goals by developing effectively leadership skills and becoming a champion of marketing initiatives. Learn to use higher-level marketing skills to influence both internal senior leaders and external customers and stakeholders.

### Marketing Management | 12 credits

Explore marketing and web design basics to communicate effectively with customers. Learn to use product, price, promotion and distribution strategies to sell goods and services to key customers. Design webpages using the latest software, and develop cross-media strategies using social media, public relations and traditional advertising to attract new customers.

### Marketing Media | 23 credits

Marketing is a key component to any successful business. From basic marketing principles to cutting-edge tools and technology, you'll gain the skills needed to effectively communicate with customers, build a strong web presence and develop cross media strategies to attract and retain customers.

### Social Media Marketing | 10 credits

Learn how to effectively expand brand exposure and communicate with key influencers and potential customers across social media. Develop skills to better manage a social presence across platforms, connect with an online audience and develop a comprehensive social media strategy.

## REAL ESTATE

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### Mortgage Lending | 12 credits

Develop the fundamentals of loan origination, loan processing, loan servicing and other real estate topics relating to mortgage lending. Explore basic concepts of real estate; develop skills in real estate mathematics, including mortgage coefficients and amortization schedules; and examine real estate law.

### Property Assessment | 11 credits

A property assessor estimates the value of properties for real estate tax purposes. Assessors can be independent contractors for municipalities or they may be government employees. Explore assessment fundamentals for residential and commercial real estate, mass appraisal and Wisconsin assessment law. Curriculum includes state-recognized techniques and property valuation.

