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FOR IMMEDIATE RELEASE

WITC adds Principles of Sustainable Business Development class

Wisconsin Indianhead Technical College has added a Principles of Sustainable Business Development class to its fall 2009 schedule. This three-credit class is available online and class size is limited.

Having been a well-recognized and strong advocate for both business and environmental sustainability, WITC Business Instructor Mike Bark has created a course, which will provide students an opportunity to learn through the convenience of online learning, as well as through a variety of learning methods.

“The argument for sustainable ‘green’ development as a path to success in the 21st century is well documented and the interest is definitely growing more every day,” says Bark. “Community leaders and organizations with sound environmental management systems and social responsibility tied together with effective business policies and procedures will outperform those that do not.”

Course content focuses on a practical and hands-on approach to aligning environmental responsibility with business success. Class activities involve researching current trends and identifying opportunities and best practices to innovate, create value, and build a competitive advantage. Students will identify and apply sustainable ‘green’ and business practices through Internet research; reviewing periodicals, current publications, and reference material; interviewing community leaders; conducting assessments; developing an action plan; and participating in an approved community-based service project.

For more information regarding WITC’s Principles of Sustainable Business Development class or to register, contact Admissions Advisor Karen Heglund, at 715.682.4591, ext. 3195 or log on to witic.edu/academics.

WITC serves the educational and career needs of more than 28,000 residents of Northwestern Wisconsin each year. With multiple campuses, WITC offers career-focused associate degree programs, technical diplomas, short-term certificates, customized training, and a wide array of courses for personal or career enrichment. WITC is a member of Wisconsin Technical College System. For more information, call 800.243.WITC or visit www.witic.edu.