

# LEADING A SUSTAINABLE BUSINESS IN THE OUTDOOR RECREATION INDUSTRY - GRADUATE CERTIFICATE

- Understand the operational life-cycles of a variety of outdoor recreation businesses.
- Analyze current and future consumer trends within the outdoor recreation industry.
- Understand the principles and ideas behind a circular economy.

The outdoor recreation industry sector includes outdoor recreation product manufacturers, supply chains, retailers, lodging and transportation services, guides and resort operators, among a host of others. Demand for advanced outdoor technical apparel, footwear and equipment drives innovation and entrepreneurship. It creates jobs for highly skilled workers in diverse fields such as technology, product design, manufacturing, sustainability and global commerce. In addition to product and service innovation, the sector needs a talent pipeline that understands policy, community economic development and sustainability. Many parts of the industry are committing more resources to social responsibility, community support and environmental sustainability—but do not have the talent sophistication to effectively integrate these objectives.

This certificate provides the knowledge and tools to better integrate sustainability into outdoor recreation industry operations.

## Requirements

Code	Title	Credit Hours
<b>Subject Courses (Asynchronous)</b>		
OREC 5012	Strategic Leadership in the Outdoor Recreation Economy	2
OREC 5013	Circular Economy and Integration of Sustainable Business Practices	2
OREC 5015	Building an Outdoor Recreation Enterprise	2
OREC 5020	The Business of Outdoor Recreation	2
<b>Project Course (Synchronous)</b>		
OREC 5014	Outdoor Recreation Business Project	2
Students must complete the four subject courses before enrolling in the project course.		

## Learning Outcomes

By the completion of the program, students will be able to:

- Demonstrate knowledge in leadership, business, corporate social responsibility, community engagement and environmental sustainability.
- Develop the ability to meet the workforce needs of an increasingly diverse, complex and global outdoor recreation industry.
- Gain knowledge to apply entrepreneurial concepts to the creation of an outdoor recreation venture.
- Critically examine and implement industry best practices in the development of an outdoor industry venture.
- Identify and communicate with relevant outdoor recreation stakeholder groups.
- Develop and implement strategies to take advantage of opportunities within the Outdoor Recreation Economy.