

OUTDOOR RECREATION INDUSTRY BUSINESS CERTIFICATE

TAKE ALL EIGHT OF THE REQUIRED 1-CREDIT COURSES

Overview of the Outdoor Industry ^a	Business Models in the Outdoor Industry ^a	Sustainability and Markets ^b	Regulatory Environment in the Outdoor Industry ^c
Supply Chains in the Outdoor Industry ^a	Talent Management and DEI in the Outdoor Industry ^a	Public Policy Challenges for the Outdoor Industry ^b	Land Use in the Outdoor Industry ^c



CHOOSE EIGHT OF THE FOLLOWING 1-CREDIT ELECTIVES

Financial Accounting I ^a	Introduction to Management ^a	Leadership in a VUCA world ^a	Environmental and Social Governance (ESG) ^b
Financial Accounting II ^a	Corporate Finance in the Outdoor Recreation Industry I ^a	Digital Marketing ^a	Strategic Marketing in the Outdoor Recreation Industry ^a
Managerial Accounting ^a	Corporate Finance in the Outdoor Recreation Industry II ^a	Design Thinking ^a	Strategic Data Management and Analytics ^a
Data Management ^a	Hospitality: Service and the Guest Experience ^a	Enterprise Risk Management in the Outdoor Industry ^c	Advanced Accounting for the Outdoor Industry ^a
Data Driven Decision Making ^a	Hospitality: Food and Beverage ^a	Access in the Outdoor Industry ^c	Strategic Finance in the Outdoor Recreation Industry ^a
Introduction to Marketing ^a	Hospitality: Pricing and Revenue Management ^a	Resolving Stakeholder Conflict in the Outdoor Industry ^b	

16 TOTAL CREDIT HOURS

 Courses recommend for those without a business undergraduate degree

 Courses recommended for those with any undergraduate degree

 Courses recommended for those with a business undergraduate degree

^a Daniels course
^b Korbel course
^c Sturm course

