

LEADERSHIP IN THE OUTDOOR RECREATION INDUSTRY CERTIFICATE

Core Classes – 10 Credits

Overview of Outdoor Industry	Business Models	Regulatory Environment	Sustainability and Markets
Supply Chains	Talent Management and DEI	Land Use in the Outdoor Industry	Public Policy Challenges
		Enterprise Risk Management	Environmental and Social Governance

Electives – 6 Credits

LEADERSHIP TRACK <ul style="list-style-type: none"> • Leading Self • Leading Teams • Leading Organizations 	BUSINESS FUNDAMENTALS TRACK <ul style="list-style-type: none"> • Management • Accounting I and II • Finance I and II • Introduction to Marketing • Digital Marketing 	HOSPITALITY TRACK <ul style="list-style-type: none"> • Service and Guest Experience • Food and Beverage • Pricing and Revenue Management 	BUSINESS ANALYTICS TRACK <ul style="list-style-type: none"> • Data Visualization • Data Analytics • Data Management 	ADVANCED LEADERSHIP TRACK <ul style="list-style-type: none"> • Access in the Outdoor Industry • Resolving Stakeholder Conflict • Advanced Accounting • Strategic Finance • Strategic Marketing
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Daniels
 Sturm
 Korbel

Please note: This course sequence is subject to change.