

# OBI - OUTDOOR BUSINESS & INNOVATION

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## **OBI 200 Brand Strategy & Design for the Outdoor Industry (3 Credit Hours)**

This course will cover the fundamental principles of building and managing a brand, including understanding target audience, developing a unique brand identity, crafting compelling messaging, and implementing consistent brand experiences across all touchpoints, with a focus on applying these concepts to real-world business scenarios and case studies.

**Academic Level:** Undergraduate

## **OBI 275 Artic Adventure Tourism (3 Credit Hours)**

Tourism is one of the largest and fastest growing sectors in the world, thus the demand for proficient workers is increasing continuously. In its 2017 Global Economic Impact Report, the World Travel and Tourism Council reported that, "Over the next 10 years, the sector will support 23% of new jobs created." This course will focus on Arctic marketing, management and communication relevant to the adventure tourism industry. Students will gain theoretical knowledge and practical skills needed to design and produce sustainable nature-and culture based experiences. The program's values are based on respect and concern for nature and culture. Student's will travel to Iceland for 8 days in May after finals week. This course counts as an OBI elective for those in the OBI major.

**Academic Level:** Undergraduate

## **OBI 275L Artic Adventure Tourism Lab (1 Credit Hours)**

Tourism is one of the largest and fastest growing sectors in the world, thus the demand for proficient workers is increasing continuously. In its 2017 Global Economic Impact Report, the World Travel and Tourism Council reported that, "Over the next 10 years, the sector will support 23% of new jobs created." This course is the 1 credit travel component linked to the 3 credit OBI 275 course. This syllabus is for the travel component which involves travel to Iceland in May.

**Academic Level:** Undergraduate

## **OBI 335 Outdoor Rec Planning/Policy (3 Credit Hours)**

Examines the historical, legal and political context of outdoor recreation policy on public lands; government agency culture, regulation and partnering; relationship of outdoor recreation to tourism and the theory and application of principled planning tools for outdoor recreation settings. This is a required course in the Outdoor Business & Innovation major.

*Equivalent to ORM 335.*

**Academic Level:** Undergraduate

## **OBI 345 Sustain & Eco-Rec Planning (3 Credit Hours)**

This course focuses on sustainability and eco-recreation and revolves around the use of the natural environment for recreational pursuits. A specific component of this course involves the Leave No Trace principles of outdoor ethics. Students will be provided an opportunity to assess, analyze and explore in-depth issues involving the recreational use of the environment. Students will be encouraged to develop and challenge their own ethics with respect to the recreational use of the environment. Emphasis will be placed on the use of the critical thinking and using communication skills, both written and oral. This course is a required course in the Outdoor Business & Innovation major.

*Equivalent to ORM 345.*

**Academic Level:** Undergraduate

## **OBI 350 Outdoor Entrepreneurship (3 Credit Hours)**

Learn about the business and entrepreneurial side of the outdoor recreation service industry. This will be a project based, experiential learning course. The primary goal of the course is to develop skills in applying business and economics principles to the outdoor recreation industry. This course discusses innovative approaches in addressing areas such as: project management, group dynamics, and research methodology. The students will be evaluated not only on their approach, findings and presentation of their project, but also on the manner in which they worked together in a group, provided leadership and other group functions as well as the insights they developed into their functioning within teams. This course aims to develop innovative thinking, problem solving and analytical skills, as well as providing mechanisms for facilitating such processes.

May be repeated for credit. *Equivalent to ORM 350.*

**Academic Level:** Undergraduate

## **OBI 355 Wilderness First Responder WFR (3 Credit Hours)**

The Wilderness First Responder (WFR) course is the recognized standard for those who work as backcountry trip leaders, camp counselors, mountain guides, river guide and ski patrollers. Wilderness First Responder is a required course in the Outdoor Business & Innovation major.

*Equivalent to ORM 355.*

**Academic Level:** Undergraduate

## **OBI 370 Law & Ethics in Sport and Recreation Management (3 Credit Hours)**

This course explores the ever-changing organizational, ethical, and legal issues of sport management and outdoor recreation management; considering each from theoretical and practical perspectives. Issues are examined from the viewpoints of sport and recreation professionals and other related stakeholders. Case studies and research are used to assist students in developing a philosophical approach to dealing with ethical issues; and, to provide them with an understanding of the legal challenges facing those individuals who are working in sport and recreation management settings.

**Academic Level:** Undergraduate

## **OBI 397L Experiential Learning in Sport & Outdoor Recreation (1 Credit Hours)**

This 1-credit course open to students in the College of Business (majors) provides students with an opportunity to engage in an immersive, hands-on learning experience in sport and outdoor recreation event management. Through travel and on-site fieldwork at major sporting or recreation events (e.g., Super Bowl, NFL Draft, large-scale tournaments, outdoor festivals), students will gain firsthand insight into the logistics, coordination, and operations of large-scale events.

**Academic Level:** Undergraduate

## **OBI 401 Seminar in Outdoor Business (3 Credit Hours)**

This course has been designed to serve as a capstone academic experience for the Outdoor Business & Innovation program. The students will spend the semester studying and reacting to current trends, issues, and challenges in these career areas. A case study approach will allow each student to utilize critical thinking and problem-solving techniques and, personal and pre-professional experiences to make decisions. Topics will span the breadth of the outdoor business field and will include: behavioral dimensions, management and organizational skills, ethics, marketing, communication, finance, economics, legal aspects, facility development, public relations, risk management, fundraising, philosophy, and leadership.

**Academic Level:** Undergraduate