

OUTDOOR BUSINESS AND INNOVATION, B.S.

Contact

Aimee Vlachos, Ed.D., CPRP
Program Director, Outdoor Business and Innovation
avlachos@une.edu

Mission

Given the strong connection between outdoor recreation activities and Maine's reputation and identity, outdoor recreation is poised to remain a large and dynamic part of the northern New England economy. Graduates of this program will develop deep level expertise about the industry, its intersection with sustainable community development, environmental policy, and small business management and entrepreneurship. In addition, graduates will leave UNE with industry experience through their internships. These skills and experiences will enable program graduates to quickly step into supporting and leadership roles within the industry.

Program Description

This program will prepare graduates for a career in outdoor industries. With a grounding in business and entrepreneurship, students will develop a systems approach to outdoor recreation services and products. The program's course of study emphasizes corporate responsibility and environmental stewardship. Students in the program will work closely with industry partners through internships and project-based learning.

Admissions

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

Transfer Credit

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

Financial Information

Tuition and fees for subsequent years may vary. Other expenses include books and housing. For more tuition and fee information, please consult this catalog's Financial Information (<https://catalog.une.edu/undergraduate/financial-information-undergraduate-programs/>) section.

Curricular Requirements

Code	Title	Hours
Nor'easter Core Requirements		
Nor'easter Core Requirements (https://catalog.une.edu/undergraduate/core-curriculum/)		40
COB Foundation Courses		
BUEC 203	Macroeconomics	3
BUEC 204	Microeconomics	3
BUMG 120	Innovation through Technology	3
Select one of the following:		3
MAT 120	Statistics	
MAT 150	Statistics for Life Sciences	
MAT 151	Statistics for Environmental Sciences	

Other COB Foundation Courses

BUAC 201	Financial Accounting	3
BUFI 315	Business Finance Concepts and Skills or SLM 315	3
BUMG 200	Management	3
BUMG 495	Business Internship	6
BUMG 498	Strategic Management	3
BUMK 200	Marketing or SLM 225 Sport Marketing	3
OBI 370	Law & Ethics in Sport and Recreation Management	3

Outdoor Business and Innovation Major Required Courses

Select one of the following:		3
BUMG 301	Organizational Behavior	
BUMG 303	Management of Nonprofit Organizations	
BUMG 313	Social Innovation and Entrepreneurship	
BUMG 311	Business and Society Relations or ENV 344	3
ENV 220	Conservation and Preservation	3
OBI 345	Sustain & Eco-Rec Planning	3
OBI 350	Outdoor Entrepreneurship	3
OBI 401	Seminar in Outdoor Business	3
Select two of the following:		6
BUEC 390	Environmental Economics	
ENG 301	Nature Films	
ENG 401	Literatures of the Sea	
ENV 200	Environment and Society: A Global Perspective	
ENV 208	Climate Change: Causes, Consequences, and Solutions	
ENV 250	Envir Policy Compar Perspect	
ENV 333 & 333L	Nature Writers w/ Field Lab and Nature Writers Lab	
HIS 335	Env Hist of New Eng Seminar	
Select three of the following:		9
ENV 250	Envir Policy Compar Perspect	
EXS 120	Personal Health And Wellness	
OBI 335	Outdoor Rec Planning/Policy	
OBI 355	Wilderness First Responder WFR	
OS 414	Stress Management	

Open Elective Courses (Students complete open elective credits as necessary to meet the University's 120-credit minimum for graduation. The total number of elective credits required will depend on the student's completed program, core, and other degree requirements.) 11

Total Hours 120

Please note: While some courses can fulfill both core and program requirements, the credits earned do not count twice towards the minimum total required credits for the degree.

Learning Outcomes

- Apply data-driven technologies and business principles to solve business challenges.
- Evaluate ethical frameworks to make responsible business decisions.

- Demonstrate effective teamwork characterized by professionalism and accountability.
- Present sustainable business solutions that integrate global awareness and social responsibility.
- Apply fundamental management, accounting, and economic concepts to drive innovation in outdoor businesses.
- Design the product development process from market research through prototyping to final product development.
- Navigate relationships between the outdoor recreation industry and local, state, and national stakeholders.
- Integrate issues of economic development, conservation, stewardship, and public health within the outdoor industry.
- Demonstrate foundational outdoor recreation skills to understand user needs and industry demand.