

# OUTDOOR BUSINESS & INNOVATION MINOR

## Contact

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

## Mission

The College of Business at the University of New England is a caring and collaborative community that offers a student-centered and technology-driven education. Emphasizing experiential learning, our ecosystem equips graduates with essential skills and knowledge for successful careers through industry-focused programs that promote innovation, teamwork, ethical leadership, a global perspective, and social responsibility.

## 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.

## Transfer Credit

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

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## 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
<b>Program Required Courses</b>		
BUMG 495	Business Internship (with approved OBI focus)	3
OBI 345	Sustain & Eco-Rec Planning	3
OBI 350	Outdoor Entrepreneurship	3
OBI 401	Seminar in Outdoor Business (capstone)	3
Select One of the following Business Focus Courses:		3
BUMG 301	Organizational Behavior	
BUMG 303	Management of Nonprofit Organizations	
BUMG 313	Social Innovation and Entrepreneurship	
Select One of the following Environmental Issues Courses:		3
ENV 200	Environment and Society: A Global Perspective	
ENV 208	Climate Change: Causes, Consequences, and Solutions	

ENV 220	Conservation and Preservation
MAF 200	Intro to Marine Pollution

**Total Hours** 18

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.

## Goals

This program will:

- Prepare graduates to become leaders in an expanding industry with a growing need for a skilled workforce.
- Develop graduates to be critical thinkers with an innovative mindset.
- Develop graduates with an understanding of resilient and sustainable economic development and foundational knowledge of environmental issues and policy.
- Develop graduates with in-depth knowledge of outdoor recreation industry user needs.