

LEADERSHIP IN OUTDOOR RECREATION INDUSTRY

Office: Daniels College of Business

Mail Code:

Phone:

Web Site: <https://daniels.du.edu/leadership-in-outdoor-recreation/>

Upon successful completion of the program, students will earn a **Minor in Leadership in the Outdoor Recreation Industry**. A minor will allow a student to demonstrate their expertise in:

- A deeper understanding of the significant economic impact (\$1.2 trillion GDP) of the outdoor industry and the key relationship between nature and the economy.
- A practical examination into the key pillars driving the outdoor industry, as enumerated by the Confluence of States, including stewardship and conservation, education and workforce training, economic development, public health and wellness and opportunity and experience.
- The impact of public policy has on the industry through state and federal legislative and regulatory processes.
- Examination of the applicability of concepts related to sustainability, ESG, circular economy and digital passport.

Minor in Leadership in the Outdoor Recreation Industry

Minimum 24 credits for non-business students

Minimum 20 credits for business students

Code	Title	Credits
BUS 1440	The Fourth Industrial Revolution ¹	4
BUS 3350	Overview of Outdoor Recreation Industry	4
BUS 3353	Business Models and Operations in Outdoor Rec Industry	4
BUS 3355	Sustainability and Markets in Outdoor Recreation Industry	4
BUS 3380	Legal Framework of Outdoor Recreation Industry	4
BUS 3399	Outdoor Rec Industry Capstone	4
Total Credits		24

¹ This course is required in the business core and automatically fulfilled by business students.