

OUTDOOR RECREATION INDUSTRY STUDIES (BS)

Degree: Bachelor of Science
Major: Outdoor Recreation Industry Studies
Program Code: 3151

About This Major . . .

The Outdoor Recreation Industry Studies degree program prepares students to enter the world of outdoor industry business management, sales, and marketing, adventure services, guide services, adventure programming, expedition planning and adventure leadership. The Outdoor Recreation Industry Studies degree program recognizes the multifaceted nature of the outdoor industry, combining a wide range of coursework in outdoor leadership, business management, innovation and entrepreneurship, adventure planning, tourism, risk management, stewardship and sustainability.

Through study and experience, students completing the degree in Outdoor Recreation Industry Studies will be prepared to work in one of the largest growing segments of the economy: the outdoor recreation industry. At more than 2% of the GDP and over \$880B in consumer spending per year, the outdoor recreation industry is a powerhouse economic driver that demands a highly skilled workforce. Students will gain qualifications for jobs in such fields as outdoor industry business-including retail and manufacturing- resort and ski area management, state and national park service, outdoor education, camp administration, and professional guiding.

For more information on what you can do with this major, visit Career Service's What to Do with a Major? (<https://www.coloradomesa.edu/career/students/explore/major.html>) resource.

All CMU baccalaureate graduates are expected to demonstrate proficiency in specialized knowledge/applied learning, quantitative fluency, communication fluency, critical thinking, personal and social responsibility, and information literacy. In addition to these campus-wide student learning outcomes, graduates of this major will be able to:

1. Critically evaluate historical, socio-economical, and philosophical aspects of the outdoor recreation industry. (Critical Thinking)
2. Apply fundamental concepts of management, administration, marketing, finance, and economics to the outdoor recreation industry. (Applied Learning)
3. Apply technical skills of survival, risk management, and leadership in outdoor settings. (Applied Learning)
4. Construct codes of personal ethics and apply codes of professional and environmental ethics within the outdoor recreation industry profession. (Personal and Social Responsibility)
5. Explain and navigate the relationships between the outdoor recreation industry and state/federal legislation, public lands and water, climate science, wildlife corridors, and regulatory agencies. (Critical Thinking, Information Literacy)
6. Articulate the implications of economic development, education and workforce, public health and wellness, and conservation and stewardship within the outdoor recreation industry. (Specialized Knowledge, Quantitative Fluency)

Requirements

Each section below contains details about the requirements for this program. Select a header to expand the information/requirements for that particular section of the program's requirements.

To print or save an overview of this program's information, including the program description, learning outcomes, requirements, suggested course sequencing (if applicable), and advising and graduation information, scroll to the bottom of the left-hand navigation menu and select 'Print Options.' This will give you the options to either 'Send Page to Printer' or 'Download PDF of This Page.' The 'Download PDF of This Page' option prepares a much more concise presentation of all program information. The PDF is also printable and may be preferable due to its brevity.

Institutional Degree Requirements

The following institutional degree requirements apply to all CMU baccalaureate degrees. Specific programs may have different requirements that must be met in addition to institutional requirements.

- 120 semester hours minimum.
- Students must complete a minimum of 30 of the last 60 hours of credit at CMU, with at least 15 semester hours in major discipline courses numbered 300 or higher.
- 40 upper-division credits (an alternative credit limit applies to the Bachelor of Applied Science degree).
- 2.00 cumulative GPA or higher in all CMU coursework.
- A course may only be used to fulfill one requirement for each degree/certificate.
- No more than six semester hours of independent study courses can be used toward the degree.
- Non-traditional credit, such as advanced placement, credit by examination, credit for prior learning, cooperative education and internships, cannot exceed 30 semester credit hours for a baccalaureate degree. A maximum of 15 of the 30 credits may be for cooperative education, internships, and practica.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- Capstone exit assessment/projects (e.g., Major Field Achievement Test) requirements are identified under Program-Specific Degree Requirements.
- The Catalog Year determines which program sheet and degree requirements a student must fulfill in order to graduate. Visit with your advisor or academic department to determine which catalog year and program requirements you should follow.
- See "Requirements for Undergraduate Degrees and Certificates" in the catalog for a complete list of graduation requirements.

Specific to this degree:

- Wilderness First Responder course certificate

Essential Learning Requirements

(31 semester hours)

See the current catalog for a list of courses that fulfill the requirements below. If a course is an Essential Learning option and a requirement for your major, you must use it to fulfill the major requirement and make a different selection for the Essential Learning requirement.

Code	Title	Semester Credit Hours
English ¹		
ENGL 111	English Composition I-GTC01	3
ENGL 112	English Composition II-GTC02	3
Mathematics ¹		
MATH 113	College Algebra-GTMA1 (or higher) ²	3
History		
Select one History course		3
Humanities		
Select one Humanities course		3
Social and Behavioral Sciences		
Select one Social and Behavioral Sciences course		3
Select one Social and Behavioral Sciences course		3
Fine Arts		
Select one Fine Arts course		3
Natural Sciences ³		
Select one Natural Science course ⁴		3
Select one Natural Science course with a lab		4
Total Semester Credit Hours		31

¹ Must receive a grade of "C" or better and must be completed by the time the student has 60 semester hours.

² This is a 4 semester credit hour course. 3 credits apply to Essential Learning requirements and 1 credit applies as an elective credit.

³ One course must include a lab.

⁴ ENVS 101 - Intro to Environmental Science is recommended because it is a prerequisite for ENVS 204/ENVS 204L.

Other Lower Division Requirements

Code	Title	Semester Credit Hours
Wellness Requirements		
KINE 100	Health and Wellness	1
KINA 143	Orienteering	1
Choose one of the following courses:		1
KINA 108A	Stand Up Paddle Boarding	
KINA 109	Kayaking	
KINA 110	River Rafting	
Essential Learning Capstone ¹		
ESSL 290	Maverick Milestone	3
ESSL 200	Essential Speech	1
Total Semester Credit Hours		7

¹ Essential Learning Capstone must be taken after completion of the Essential Learning English and Mathematics requirements, and when a student has earned between 45 and 75 credit hours.

Foundation Courses Requirements

(22 semester hours)

Code	Title	Semester Credit Hours
ACCT 201	Principles of Financial Accounting	3
BUGB 211	Business Communications	3
MANG 201	Principles of Management	3
MARK 231	Principles of Marketing	3
KINE 200	Foundations of Kinesiology	3
ENVS 204 & 204L	Introduction to Ecosystem Management and Introduction to Ecosystem Management Laboratory	4
Choose one of the following courses:		3
STAT 200	Probability and Statistics-GTMA1	
STAT 241	Introduction to Business Analysis	
CISB 241	Introduction to Business Analysis	
Total Semester Credit Hours		22

Program Specific Requirements

(48 semester hours)

Code	Title	Semester Credit Hours
BIOL 113	Outdoor Survival	3
ENTR 300	Small Business and Entrepreneurship	3
Choose one of the following courses:		3
HMG 350	Private and Commercial Recreation Systems	
HMG 352	Public Recreation Systems	
KINA 111A	Rock Climbing II	1
KINA 120	Backpacking	1
KINA 135A	Backcountry Winter Travel	1
KINE 342	Sport Law and Risk Management	3
KINE 480	Inclusive Physical Activity	3
MARK 335	Sales and Sales Management	3
OREC 205	Foundations of Outdoor Recreation Industry Studies	3
OREC 305	Outdoor Industry Business	3
Choose two of the following courses:		6
OREC 311	Avalanche Rescue Techniques and Theory	
OREC 312	Swiftwater Rescue Techniques and Theory	
OREC 313	Rock Climbing Instructor and Rope Rescue	
OREC 315	Professional Outdoor Guide	
OREC 350	Community Health and the Outdoor Recreation Industry	3
OREC 405	Outdoor Recreation Leadership, Programming, Education, and Assessment	3
OREC 499	Internship	6
POLS 488	Environmental Politics and Policy	3
Total Semester Credit Hours		48

General Electives Requirements

All college level courses appearing on your final transcript, not listed above that will bring your total semester hours to 120 hours. 12 semester hours, including 1 credit of upper division, needed to meet graduation

requirements. HMG 496 - Resort and Recreation Management is strongly recommended.

Code	Title	Semester Credit Hours
MATH 113	College Algebra-GTMA1	1
Total Semester Credit Hours		1

Suggested Course Plan

First Year

Fall Semester

		Semester Credit Hours
ENGL 111	English Composition I-GTCO1	3
MATH 113	College Algebra-GTMA1	4
ENVS 101	Introduction to Environmental Science-GTSC2	3
KINE 200	Foundations of Kinesiology	3
KINA 143	Orienteering	1
KINE 100	Health and Wellness	1
Semester Credit Hours		15

Spring Semester

ENGL 112	English Composition II-GTCO2	3
OREC 205	Foundations of Outdoor Recreation Industry Studies	3
Essential Learning - Social and Behavior Science		3
Essential Learning - Natural Science with Lab		4
KINA 120	Backpacking	1
KINA 135A	Backcountry Winter Travel	1
Semester Credit Hours		15

Second Year

Fall Semester

BIOL 113	Outdoor Survival	3
ENVS 204 & 204L	Introduction to Ecosystem Management and Introduction to Ecosystem Management Laboratory	4
Essential Learning - History		3
Essential Learning - Social and Behavior Science		3
KINA 111A	Rock Climbing II	1
Choose one of the following:		1
KINA 109	Kayaking	
KINA 110	River Rafting	
KINA 108A	Stand Up Paddle Boarding	
Semester Credit Hours		15

Spring Semester

MANG 201	Principles of Management	3
ACCT 201	Principles of Financial Accounting	3
OREC 311 or OREC 315	Avalanche Rescue Techniques and Theory or Professional Outdoor Guide	3
Essential Learning - Humanities		3
Essential Learning - Fine Arts		3
Semester Credit Hours		15

Third Year

Fall Semester

ESSL 290	Maverick Milestone	3
ESSL 200	Essential Speech	1
STAT 200	Probability and Statistics-GTMA1	3
BUGB 211	Business Communications	3
MARK 231	Principles of Marketing	3
OREC 312 or OREC 313	Swiftwater Rescue Techniques and Theory or Rock Climbing Instructor and Rope Rescue	3
Semester Credit Hours		16

Spring Semester

OREC 305	Outdoor Industry Business	3
OREC 350	Community Health and the Outdoor Recreation Industry	3
MARK 335	Sales and Sales Management	3
POLS 488	Environmental Politics and Policy	3
General Electives		3
Semester Credit Hours		15

Fourth Year

Fall Semester

ENTR 300	Small Business and Entrepreneurship	3
OREC 405	Outdoor Recreation Leadership, Programming, Education, and Assessment	3
KINE 342	Sport Law and Risk Management	3
General Electives		5
Semester Credit Hours		14

Spring Semester

KINE 480	Inclusive Physical Activity	3
HMG 350 or HMG 352	Private and Commercial Recreation Systems or Public Recreation Systems	3
OREC 499	Internship	6
General Electives		3
Semester Credit Hours		15
Total Semester Credit Hours		120

Advising and Graduation Advising Process and DegreeWorks

Documentation on the pages related to this program is intended for informational purposes to help determine what courses and associated requirements are needed to earn a degree. The suggested course sequencing outlines how students could finish degree requirements. Some courses are critical to complete in specific semesters, while others may be moved around. Meeting with an academic advisor is essential in planning courses and altering the suggested course sequencing. It is ultimately the student's responsibility to understand and fulfill the requirements for her/his intended degree(s).

DegreeWorks is an online degree audit tool available in MAVzone. It is the official record used by the Registrar's Office to evaluate progress towards a degree and determine eligibility for graduation. Students are responsible for reviewing their DegreeWorks audit on a regular basis and should discuss questions or concerns with their advisor or academic department head. Discrepancies in requirements should be reported to the Registrar's Office.

Graduation Process

Students must complete the following in the first two months of the semester prior to completing their degree requirements:

- Review their DegreeWorks audit and create a plan that outlines how unmet requirements will be met in the final semester.
- Meet with their advisor and modify their plan as needed. The advisor must approve the final plan.
- Submit the "Intent to Graduate" form to the Registrar's Office to officially declare the intended graduation date and commencement ceremony plans.
- Register for all needed courses and complete all requirements for each degree sought.

Submission deadlines and commencement details can be found at <http://www.coloradomesa.edu/registrar/graduation.html>.

If a student's petition for graduation is denied, it will be her/his responsibility to consult the Registrar's Office regarding next steps.