

# OUTDOOR ENTREPRENEURSHIP (CERTIFICATE)

Department: Business (<https://snow-next.courseleaf.com/divisions-departments/division-business-technical-education/business/>)

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Advising Information (<https://snow.edu/offices/advisement/>)

## Program Description

The Outdoor Leadership and Entrepreneurship Program at Snow College is a highly field-based program that offers unique learning environments, which are characterized by hands-on learning in small classes where students have the opportunity for close interaction with fellow students, faculty, professionals, and the outdoor environments.

Students will leave Snow College with a strong educational foundation and real-world experience in both outdoor leadership and entrepreneurship by participating in a variety of experiences including internship, certifications, trainings, and instruction.

The Outdoor Leadership and Entrepreneurship Program prepares students to successfully start their own outdoor business, enter the outdoor industry workforce, or continue their education.

## Program Outcomes

Students who complete the Outdoor Leadership and Entrepreneurship Associate Degree and certificates will:

- Communicate effectively in both oral and written contexts.
- Work effectively as a team.
- Apply business principles as they relate to the outdoors.
- Address and assess industry standards and best management practices.
- Apply outdoor skills (which may include basic camping skills, equipment and clothing selection and use, weather, health and sanitation, travel techniques, navigation, technical skills).
- Express theoretical knowledge as it relates to outdoor adventure and then demonstrate critical thinking, judgement and decision making.
- Develop a personal definition of outdoor leadership.
- Apply planning, logistics, and risk management strategies for trip planning/programming.

## Requirements

### Certificate Requirements

Code	Title	Hours
OLE 1000	Introduction to Outdoor Leadership SS	3
OLE 1010	Outdoor Leadership Business & Careers IE	3

BUS 1010	Introduction to Business	3
BUS 1600	Entrepreneurship Seminars	1
BUS 2222	Entrepreneurship	3
or BUS 2650	Management Principles for Entrepreneurs	
Choose one of the following		3
BUS 1020	Computer Technology and Applications	
BUS 1060	QuickBooks for Small Business	
BUS 1270	Strategic Selling IE	
BUS 1300	Social Media Marketing	
Choose one of the following		3
OLE 1535	Backpacking IE	
OLE 2000	Outdoor Skills IE	
<b>Total Hours</b>		<b>19</b>