

OUTDOOR RECREATION ECONOMY - MASTER OF SCIENCE (MS)

The Master of Science in Outdoor Recreation Economy (MORE) is an interdisciplinary, applied master's degree that prepares professionals to become creative, thoughtful leaders across the outdoor recreation economy sector. The program leverages University of Colorado Boulder's academic excellence and experience in professional graduate education, as well as the State of Colorado's deep connection with the outdoor recreation economy. The program is industry responsive, creates widespread access and provides innovative, fully online learning opportunities.

The program provides skills and knowledge to students and learners from a variety of backgrounds who are interested in the outdoor industry, community building, making the outdoors more inclusive, and the public lands and natural resources policy sectors. The scope of the MORE curriculum addresses five key overlapping areas:

1. Outdoor recreation industry: Wholesalers, manufacturers, tour operators and guides provide hardware and services for people to take advantage of open spaces and recreate. Increasingly, the outdoor industry can motivate consumer spending toward sustainability and public lands stewardship. Students who complete this focus will receive a background in sustainability, resilience, outdoor recreation and business fundamentals.
2. Public lands policy: Policies and regulations that govern access and sustainable use are imperative for the appropriate use, conservation and enjoyment of public lands. Students who complete this focus will emerge with knowledge and practical experience in these areas, ready to address the new policy challenges facing public lands.
3. Building resilient communities through the outdoor recreation economy: How can communities ensure that development is not something that just happens to them, but rather is something that is instigated from within? How can communities ensure that development builds upon community strengths and assets and reflects the needs and wants of all its members? What skills, knowledge and tools do communities need to have at their disposal to inspire action and take charge of their future and become more livable, resilient and sustainable? Students who complete this focus will gain the knowledge and skills to advance in the important role that outdoor recreation can play to support communities in building their capacity for change and taking proactive steps to improve their economic prospects and quality of life.
4. Sustainable leadership: Businesses in the outdoor recreation economy that develop sustainable, innovative products, services and inclusive practices are positioned to lead the next generation of leaders and enthusiasts in a dynamic and fast-growing sector in the economy. Students gain the knowledge and skills necessary to successfully integrate purpose-driven leadership, business acumen, inclusivity and sustainability into outdoor recreation industry operations and entrepreneurial ventures.
5. Inclusivity in the outdoor recreation: Starting with a safe space for deep learning, honest exploration and open dialogue, this certificate focuses on developing a more welcoming and inclusive outdoor recreation economy and expanding access to the outdoors to everyone. Students who complete this focus will gain tools,

resources, strategies and best practices to effectively lead the transition to a more equitable outdoor industry.

In addition to knowledge specific to outdoor recreation, sustainable leadership, public lands policy, inclusivity in the outdoors and resilient communities, students will gain career-relevant skills in project management, communication and systems thinking. The knowledge and skills gained in the MORE program will immediately prepare students to advance in their current careers or gain employment in the outdoor industry.

For more information, visit the Master of Science in Outdoor Recreation Economy (<https://www.colorado.edu/program/ore/>) website.

Requirements

Admissions Requirements

Admission to the Master of Outdoor Recreation Economy degree will conform to the requirements set by the Graduate School. No coursework may be transferred into this program.

Required Courses and Credits

The master's degree requires a minimum of 30 credit hours of graduate-level coursework, with a minimum cumulative GPA of 3.0. To earn their degree, students must complete the foundational (Introduction to the ORE) certificate and **one** of the following:

- Two additional certificates (with a 4 credit project course relevant to both certificates).
- One additional certificate (with a 4 credit project course) and four elective courses.

Each certificate has a distinct curriculum and courses may not be double counted toward more than one certificate. Students may take the certificates in any order; however, it is recommended that students new to the outdoor recreation economy start with the Introduction certificate, which provides foundational knowledge in the areas of policy, sustainability, inclusivity and community development.

For this degree, students are not required to complete a thesis, capstone project or final examination. A synchronous (remote, live) project course is required to complete each certificate. This project course represents a culmination of the certificate where students apply the concepts, knowledge and skills gained in the subject courses. Project courses aim to develop and implement innovative strategies, processes and solutions on an experiential outdoor recreation project.

Courses

Courses Code	Title	Credit Hours
OREC 5000	Introduction to the Outdoor Recreation Economy	2
OREC 5001	Sustainability Practices within the Outdoor Recreation Economy	2
OREC 5002	Leading Sustainable Change in the Outdoor Recreation Economy	2
OREC 5003	Outdoor Recreation Project Tools and Skills	2
OREC 5004	Environmental Justice and Stewardship	2
OREC 5005	Issues in Public Lands	2
OREC 5006	Issues in Natural Resources Management	2

OREC 5008	Strategies for Resilient Outdoor Recreation Economy Communities	2
OREC 5010	Tools for Resilient Outdoor Recreation Economy Communities	2
OREC 5012	Strategic Leadership in the Outdoor Recreation Economy	2
OREC 5013	Circular Economy and Integration of Sustainable Business Practices	2
OREC 5015	Building an Outdoor Recreation Enterprise	2
OREC 5016	Foundations of Environmental Law and Culture	2
OREC 5017	Environmental Movements, Alliances, and Legal Change	2
OREC 5018	Community and Place Matters	2
OREC 5019	Building Community Capacity and Readiness for the Outdoor Recreation Economy	2
OREC 5020	The Business of Outdoor Recreation	2
OREC 6100	Special Topics for Outdoor Recreation Economy	2
OREC 5021	Foundations of Inclusivity in the Outdoor Recreation Economy	2
OREC 5022	Cultivating Belonging and Accountability in the Outdoor Recreation Economy	2
OREC 5023	Inclusive Leadership and Conscious Change in the Outdoor Recreation Economy	2
OREC 5024	Social Justice and Equity in the Outdoor Recreation Economy	2
OREC 5030	Concepts and Practice in the Outdoor Recreation Economy: Project Course	4

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- Public Lands and Natural Resources Policy - Graduate Certificate (<https://catalog.colorado.edu/graduate/colleges-schools/arts-sciences/programs-study/environmental-studies/outdoor-recreation-economy-master-science-ms/public-lands-natural-resources-policy-graduate-certificate/>)
- Building Resilient Communities through the Outdoor Recreation Economy - Graduate Certificate (<https://catalog.colorado.edu/graduate/colleges-schools/arts-sciences/programs-study/environmental-studies/outdoor-recreation-economy-master-science-ms/building-resilient-communities-outdoor-recreation-graduate-certificate/>)
- Leading a Sustainable Business in the Outdoor Recreation Industry - Graduate Certificate (<https://catalog.colorado.edu/graduate/colleges-schools/arts-sciences/programs-study/environmental-studies/outdoor-recreation-economy-master-science-ms/leading-sustainable-business-outdoor-recreation-industry-graduate-certificate/>)
- Inclusivity and Belonging in the Outdoor Recreation Economy - Graduate Certificate (<https://catalog.colorado.edu/graduate/colleges-schools/arts-sciences/programs-study/environmental-studies/outdoor-recreation-economy-master-science-ms/inclusivity-belonging-outdoor-recreation-economy-graduate-certificate/>)

Learning Outcomes

By the completion of the program, students will be able to:

- Understand and apply various economic, legal, political, environmental, socio-cultural, ethical and inclusive perspectives to the outdoor recreation economy.
- Develop foundational knowledge and apply skills in inclusive leadership, critical analysis, project management, stakeholder engagement, shared goal development and communication.
- Complete a project that successfully integrates coursework concepts and delivers solutions to problems and opportunities in the outdoor recreation economy space.

Plan(s) of Study

The Master of Outdoor Recreation Economy (MORE) degree pathway offers flexibility to support working professionals. This degree program is offered entirely online and is composed of stackable certificates, each worth 10 credit hours. To earn the MORE degree, candidates complete three certificates, for a total of 30 credit hours, or two certificates and four elective courses.

The MORE degree offers a foundational (Introduction) certificate taken by all students (which includes a 2 credit project) and a range of additional topic-focused certificates. Students must complete either two additional certificates (with a 4 credit project relevant to both certificates) or one additional certificate (with a 4 credit project) and four elective courses. Each certificate consists of four asynchronous subject courses and one synchronous (live, remote) project course related to the relevant content areas, skills, tools and leadership practices of the sector. Students may complete certificates in parallel or sequentially. In addition, students may finish certificates as they are able, and may stack the certificates to complete the degree. Students may also elect to continue and complete additional certificates.

Visit each certificate's catalog page to learn more:

- Introduction to the Outdoor Recreation Economy - Graduate Certificate (<https://catalog.colorado.edu/graduate/colleges-schools/arts-sciences/programs-study/environmental-studies/outdoor-recreation-economy-master-science-ms/introduction-outdoor-recreation-economy-graduate-certificate/>)