

# SERVICE EXCELLENCE AND SUSTAINABLE OPERATIONS IN THE OUTDOOR INDUSTRY

The graduate certificate in Service Excellence and Sustainable Operations in the Outdoor Industry is tailor-made for professionals aspiring to leadership roles in this vibrant sector. This streamlined program blends sustainable business practices, key economic insights, and a customer-first approach to service. With coursework covering foundational elements of environmental policy, advanced techniques in customer engagement through storytelling, and comprehensive approaches to resort and hotel management, this certificate equips you to excel in both the operational intricacies and customer interaction facets of the outdoor industry. If you're looking to innovate in service delivery, enhance operational sustainability, and enhance customer experiences, this certificate provides the specialized knowledge and practical skills to achieve those goals and make a meaningful impact in the outdoor industry.

## Program Benefits

This certificate offers a targeted educational experience for professionals who want to deepen their experience without committing to a full MBA program. Courses are designed to fit into the busy schedules of working professionals, featuring flexible online and evening options. The program goes beyond generic business concepts, diving into industry-specific knowledge and skills that are directly applicable to the outdoor sector. As an added benefit, organizations can utilize this certificate as a strategic investment in their workforce, elevating both employee performance and job satisfaction. Whether you're an individual looking to ascend the career ladder or an employer seeking to retain and develop top talent, this program delivers a specialized curriculum that equips participants with the tools to drive service excellence, promote sustainable practices, and create unforgettable customer experiences in the outdoor industry.

## Admission Requirements

**Admission Overview:** Admission to any OIMBA certificate program will be based on a comprehensive assessment of academic achievements and relevant work experience. We welcome applicants who demonstrate a keen interest and potential in the outdoor industry, regardless of their specific area of focus. The application process is conducted online and requires the following materials:

### Academic Transcripts

- Submit official or unofficial transcripts from a regionally accredited university. Unofficial transcripts may be uploaded to expedite application review; however, official undergraduate transcripts will be.
- A minimum undergraduate GPA of 3.0 on a 4.0 scale is strongly recommended. Significant work experience may compensate for a lower GPA.
- Prospective students with a BA or BS in an unrelated area may be provisionally admitted and required to complete MBA 690: MBA Essentials with a B- or higher.

### Cover Letter

- Should describe relevant interests, goals, and motivation for pursuing the OIMBA program.

- Should demonstrate an interest and involvement in outdoor activities or the outdoor industry, though direct experience in the outdoor industry is not mandatory.

### Professional Resume

- Should highlight relevant work experience and showcase potential for positions related to the certificate being pursued.
- More than three years of outdoor industry work experience is preferred; candidates with less experience will be evaluated on a case-by-case basis.

### Two Letters of Recommendation

- Should come from professionals or academics who can attest to the applicant's potential for success in the OIMBA program. A mix of professional and academic recommendations is beneficial, though not mandatory.

### Provisional Admission Policy

Applicants with incomplete credentials or who lack in certain areas may be provisionally admitted to an OIMBA certificate program, subject to the following conditions:

- Must demonstrate the ability to manage the graduate course load effectively.
- Provisional students may be required to earn a B- or higher in MBA 690: MBA Essentials during the fall semester pre-term.
- Progress of provisionally admitted students will be regularly reviewed by the Program Director, with a focus on their ability to meet prescribed criteria and excel in the program.

*\*Candidates who do not meet the minimum GPA but have significant work experience will be considered.*

*\*\*Candidates with less than three years of professional experience will be evaluated on a case-by-case basis.*

## Program Requirements

9 credits are required, including:

Code	Title	Credits
MBA 608	Resort and Hospitality Management	3
MBA 613	Natural Resource Regulation and Economics	3
MBA 614	Sales and Customer Experience	3
<b>Total Credits</b>		<b>9</b>