

OUTDOOR PRODUCT INNOVATION AND MANAGEMENT IN THE OUTDOOR INDUSTRY

Embark on a career-defining journey with the Graduate Certificate in Outdoor Product Innovation and Management in the Outdoor Industry, an intensive program designed for aspiring leaders and seasoned professionals alike. Comprising three targeted courses - Sustainable Outdoor Product Development and Material Sourcing, Supply Chain and Logistics in the Outdoor Industry, and Sustainable Finance - this certificate propels you through the intricate lifecycle of outdoor products, from sustainable material sourcing to global supply chain logistics and financial sound sustainable practices. Dive deep into the complexities of crafting and delivering groundbreaking, eco-friendly products while mastering the financial strategies that underpin sustainable business models. Tailored for immediate real-world application and long-lasting career growth, this certificate positions you as a forward-thinking innovator in a rapidly evolving, sustainability-focused industry.

Program Benefits

This certificate offers a targeted education for professionals interested in mastering the complexities of product innovation and management in the outdoor industry, all without the long-term commitment of a full MBA. Tailored to accommodate working professionals, our course scheduling includes flexible online and evening options. Unlike programs that offer a broad overview, this certificate dives deep into specialized areas crucial to product development, supply chain logistics, and sustainable finance. For organizations, this certificate acts as a calculated investment in human capital, amplifying both individual performance and collective job satisfaction by enhancing specific skill sets. Whether you're an aspiring product manager, a logistics specialist, or a financial strategist, this program empowers you with the expertise needed to excel in the intricate and fast-paced world of outdoor product innovation and management.

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 609 | Sustainable Outdoor Product Development and Material Sourcing | 3 |
| MBA 610 | Supply Chain and Logistics in the Outdoor Industry | 3 |
| MBA 615 | Sustainable Finance | 3 |
| Total Credits | | 9 |