

RECREATION AND OUTDOOR EDUCATION (WITH A 3+2 OUTDOOR INDUSTRY MBA)

Overview

The ROE and OIMBA 3+2 allows students to complete the B.A. Recreation and Outdoor Education program (ROE) and the Outdoor Industry Master of Business Administration (OIMBA) at Western in five years. To remain qualified for the 3+2, upon completion of their third year each student must have:

- maintained a 3.0 cumulative GPA and a 3.25 GPA within the major;
- provided three letters of recommendation, at least one of which is to be a professional reference and at least one of which is to be an academic reference from the student's major at Western;
- submitted a written a Statement of Purpose to the Graduate Program in Outdoor Industry, MBA, detailing ideas for the eventual Capstone Project;
- submitted an application in competition with all other program applications for limited program openings

At this point, if any aspect of a student's performance is found to be insufficient, the Outdoor Industry MBA Director will recommend denial of acceptance, in which case, the student will need to find a new emphasis or minor in order to complete the undergraduate degree. Upon meeting the requirements above, and after Sophomore Year (reaching 63 credits in this plan-see "Degree Plan") holding to the same GPA and general performance standards outlined above, the School of Graduate Studies will designate the student as an "Outdoor Industry MBA candidate with provisional acceptance." Upon completion of Year Four of this plan, the student will receive the BA and the School of Graduate Studies may designate the student as an "Outdoor Industry MBA degree seeking student." After Year Four, students who have completed all other requirements of the 3+2 program and all Western undergraduate requirements yet choose to leave the OIMBA program before Year 5, will still have completed the undergraduate BA in ROE and will have earned the 120 credits necessary for a Western undergraduate degree.

Program Requirements

ROE EMPHASIS (WITH A 3+2 OUTDOOR INDUSTRY MBA)

A minimum of 84 credits is required for the B.A. components of the emphasis. The following is required for the Comprehensive Program with a 3+2 Master in Outdoor Industry MBA:

Code	Title	Credits
ROE 182	Introduction to Recreation and Outdoor Education	3
ROE 189	Principles of Outdoor Education	3
ROE 240	Alternative Programming	3
ROE 283	Leadership and Facilitation	3
ROE 333	Recreation and Sport Marketing	3
ROE 351	Inquiry into Sustainability	3
ROE 398	Program Planning (with laboratory)	3
ROE 468	Leadership and Administration	3
ROE 490	Recreation Philosophy and Ethics	3
ROE 491	Senior Seminar	3
ROE 499	Internship in Recreation and Outdoor Education	3

And one of the following: 3

ROE 364	Entrepreneurship and Commercial Recreation	
ROE 454	Human Development and Counseling for Outdoor Educators	

Required supporting courses

ACC 201	Introduction to Financial Accounting	3
ACC 202	Introduction to Managerial Accounting	3
BUAD 101	Business of Life	3
BUAD 270	Principles of Marketing	3
BUAD 360	Managerial Finance	3
BUAD 491	Strategic Management	3
ECON 201	Macroeconomics (GT-SS1)	3
ECON 202	Microeconomics	3
MATH 140	College Algebra (GT-MA1)	3

And one of the following: 3

ECON 216	Statistics for Business and Economics	
MATH 213	Probability and Statistics	

Core OIMBA courses in fourth year

MBA 600	Sustainability Accounting	3
MBA 601	Managerial Economics	3
MBA 603	Leadership, Ethics, and Organizational Behavior	3
MBA 605	Project Management	3
MBA 606	Marketing and Brand Strategy in the Outdoor Industry	3

MBA 611 Topics in Outdoor Industry 0

And one of the following: 3

MBA 609	Sustainable Outdoor Product Development and Material Sourcing	
MBA 614	Sales and Customer Experience	

Total Credits 84

Upon successful completion of the prescribed courses listed above, University defined General Education, and elective requirements totaling 120 credits (with 40 at the 300-level or higher), students are eligible for their B.A. conferral. Students electing to complete the MBA program must follow the balance of their declared emphasis curriculum.

For a full description of the required Graduate coursework, please see the appropriate MBA program in the Western Graduate Catalog (<https://catalog.western.edu/graduate/programs/business-administration-mba/>).

Degree Plan

Course	Title	Credits
Year One		
Fall		
BUAD 101	Business of Life (also Gen Ed)	3
ENG 102	Academic Writing (GT-C01)	3
Gen Ed	General Education course (Area II)	3
HWTR 100	First Year Seminar	1
MATH 140	College Algebra (GT-MA1)	3
ROE 182	Introduction to Recreation and Outdoor Education	3
		Credits 16
Spring		
ACC 201	Introduction to Financial Accounting	3
COM 202	Academic Writing and Inquiry (GT-C02)	3
ECON 202	Microeconomics	3
Gen Ed	General Education course (Area I)	3

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ROE 283	Leadership and Facilitation	3
Credits		15
Year Two		
Fall		
ACC 202	Introduction to Managerial Accounting	3
ECON 216 or MATH 213	Statistics for Business and Economics or Probability and Statistics	3
Gen Ed	General Education course (Area I)	3
Gen Ed	General Education course (Area III)	3
ROE 189	Principles of Outdoor Education	3
ROE 351	Inquiry into Sustainability	3
Credits		18
Spring		
ECON 201	Macroeconomics (GT-SS1) (also Gen Ed)	3
Gen Ed	General Education course (Area I)	3
Gen Ed	General Education course (Area II)	3
ROE 240	Alternative Programming	3
ROE 398	Program Planning (with laboratory)	3
Credits		15
Summer		
ROE 499	Internship in Recreation and Outdoor Education	3-9
Submit 3+2 application materials by July 1 st (67 credit mark)		
Credits		3-9
Year Three		
Fall		
BUAD 270	Principles of Marketing	3
BUAD 360	Managerial Finance	3
Gen Ed	General Education course (Area III)	3
ROE 364	Entrepreneurship and Commercial Recreation	3
Credits		12
Spring		
Electives	General Elective course	6
ROE 333	Recreation and Sport Marketing	3
ROE 490	Recreation Philosophy and Ethics	3
ROE 491	Senior Seminar	3
Credits		15
Year Four		
Fall		
BUAD 491	Strategic Management	3
MBA 601	Managerial Economics	3
MBA 603	Leadership, Ethics, and Organizational Behavior	3
MBA 606	Marketing and Brand Strategy in the Outdoor Industry	3
Credits		12
Spring		
MBA 600	Sustainability Accounting	3
MBA 605	Project Management	3
MBA 609 or MBA 614	Sustainable Outdoor Product Development and Material Sourcing or Sales and Customer Experience	3
MBA 611	Topics in Outdoor Industry	0
ROE 468	Leadership and Administration	3
Credits		12
Total Credits		118-124