Sustainable Business Management: 
Adventure Ecotourism (2019-2020)

Unity College’s B.S. in Sustainable Business Management: Adventure Ecotourism will prepare students to be innovative sustainability business leaders in the growing adventure tourism and outdoor recreation industry. This program will provide practical expertise and professional skills to students interested in a profession that creates and manages outdoor adventures and ecological enterprises.

Graduates of the B.S. in Sustainable Business Management: Adventure Ecotourism will be able to:

1. Identify sustainable solutions to adventure industry business practice and products.
2. Demonstrate effective written, oral, and interpersonal communication to diverse stakeholders.
3. Analyze and evaluate environmental and business situations by applying ethical approaches to decision making.
4. Apply understanding of the tourism and adventure industry regulations.
5. Apply business concepts and approaches for managing organizational change and managing and leading people.
6. Exhibit ability to work effectively individually and in groups.

Adventure Tourism Core (9 credits)
TOUR 201 Recreation, Sport, and Ecological Tourism
TOUR 203 Minimal Impact Tourism for a Sustainable World
TOUR 301 Ecotourism Risk Management and Legal Liability

Business Program Core (33 credits)
COMM 303 Communicating to Stakeholders
COMM 401 Using Social Media in a Global World
ECON 301 Microeconomics for Ecological Sustainability
ECON 303 Macroeconomics for a Sustainable Planet
ENVS 101 Sustainable Solutions to Globalization
ENVS 303 Social Science for Environmental Professionals
FINC 301 Environmental Accounting
FINC 401 Financing a Sustainable World
MGMT 201 Understanding the Sustainable Business Landscape
MGMT 301 Starting Your Small Non-Profit
MGMT 403 Global Chain Supply Operations: Greening Your Business
MKTG 301 Environmental Marketing and Branding

General Education: Environmental Professional Core (15 credits)
EVPC 101 Professional Skills
EVPC 201 Environmental Issues: Deforestation, Biodiversity Loss, and Overpopulation OR
EVPC 301 Environmental Justice OR
   EVPC 305 Building a Better World: Ethical Decision-Making
EVPC 401 Transformational Leadership
EVPC 490 Transdisciplinary Capstone

**General Education Foundation Requirements (27 credits)**
ENVS 201 The Warming Planet: Understanding Climate Change
MATH 201 Statistics for Environmental Professionals
An Arts course
2 Communications courses
A Humanities course
A Language course
A Life Science course
A Social Science course

**General Electives**
36 credits of general electives

College Wide Requirements: A minimum of 120 earned credit hours, 30 credits at the 300 level or above, a minimum of 30 credits earned at Unity, and an overall cumulative GPA of 2.0 or above