

SKI INDUSTRY BUSINESS AND INSTRUCTION (MINOR)

SCHOOL OF BUSINESS AND MANAGEMENT

The Ski Industry Business and Instruction minor curriculum is designed to give students the diverse skills needed for employment and success in the ski industry. This program provides students with a true hands-on learning experience and environment through a strategic partnership with Beech Mountain Resort. The program incorporates an outdoor recreation management foundation with professional business practices and industry certifications, within a liberal arts education.

Lees-McRae College partners with nearby Beech Mountain Resort, a short 10 minute drive from campus, at their satellite classroom/office to provide students with a truly unique and innovative academic experience.

**The only minor of its kind
in the Southeast and only the
third on the East Coast**



**Satellite classroom
at nearby Beech
Mountain Resort**

100% of students work in
the ski industry while
completing the minor

Course Options

- ORM 235 Mountain Biking (2 hours)
- ORM 237 Skiing/Snowboarding (2 hours)
- ORM 249 Winter Adaptive Adventure Recreation (2 hours)
- ORM 315 Outdoor Recreation Administration (3 hours)
- ORM 335 PSIA-AASI Adaptive Level 1 Certification Prep (3 hours)
- ORM 337 PSIA-AASI Ski/Snowboard Instructor Level 1 Certification (3 hours)
- ORM 410 Risk Management in Outdoor Recreation (3 hours)
- ORM 471 Outdoor Internship – Ski Industry Specific (3 hours)
- ORM 497 Contemporary Issues in the Ski Industry (3 hours)
- BUS 241 Accounting I (3 hours)
- BUS 301 Principles of Marketing (3 hours)
- BUS 311 Operations Management (3 hours)
- BUS 322 Human Resources (3 hours)
- BUS 351 Organizational Behavior (3 hours)
- BUS 411 Business Law (3 hours)

Career Opportunities

- Ski Resort Management & Administration
- Ski/Snowboard Instructor
- Ski Patrol
- Resort Operations (Snowmaking and Lift Maintenance)
- Marketing and Sales
- Human Resources

Contact

Katie Wall, Ed.D., WEMT

*Assistant Professor and Program
Coordinator, Outdoor Recreation
Management*
wallk@lmc.edu

Talia Freeman, MBA

*Adjunct Instructor of Outdoor
Recreation Management
Director of Marketing at
Beech Mountain Resort*
freemant@lmc.edu

PURSUE YOUR PASSION

LMC.EDU/ACADEMICS

