

POST-BACCALAUREATE CERTIFICATE IN LEADERSHIP AND SPORT

Web Site: <https://twu.edu/kinesiology/certificates/certificate-leadership-sport/>

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/theccb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

- a. Integrate their Coaching or Sport Management experience with well-defined professional career goals that will prepare the student for a career in sport management with confidence, purpose, and a sense of resilience.
- b. Develop administration and business skills in sport management and sport law to assume leadership roles in the complex and diverse environment of sport management.
- c. Improve leadership skills and pursue executive roles in sports finance and marketing to enhance professional practice and prepare others for organizational leadership, accountability, and service.