

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 (<http://www.60x30tx.com/>) 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."

1. Integrate their own Coaching and/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.
2. Develop administration and business skills in sport management and sport law to assume leadership roles in the complex and diverse environment of Sport and Sport Management Leadership.
3. Advance their career in leadership and seek professional and executive employment with the business skills necessary in sport finance and sport marketing to improve their professional practice and equip others for leadership, accountability, and service to their organizations.