

GRADUATE CERTIFICATE IN LEADERSHIP AND SPORT

Web Site: <https://twu.edu/health-promotion-kinesiology/certificates/>

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/the cb-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."

1. 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.
2. Develop administration and business skills in sport management and sport law to assume leadership roles in the complex and diverse environment of sport management.
3. 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.