

# MASTERS OF BUSINESS ADMINISTRATION

## SPORTS LEADERSHIP



The Sports Leadership major concentration is tailored to those who have the drive, passion, and hunger needed to succeed in the competitive world of the sports industry. This major concentration is a strong choice for those who work hard and have an intense enthusiasm for furthering their knowledge of the business domain that occurs behind the scenes and off the field.

### Career opportunities available in Sports Leadership

A specialization in sports leadership empowers graduates with the expertise to thrive in a variety of influential roles within the sports industry, including Athletic Director, Sports Marketing Manager, Sports Event Manager, Director of Player Development, Sports Operations Manager, and Sports Facility Manager. Additional roles include Sports Agent, College Coach, Sports Consultant, Fitness Program Director, Professional Team Manager, Sports Media Manager, Community Sports Program Director, Athlete Development Specialist, and Recreation Manager. Professionals in sports leadership shape the future of sports by driving team success, fan engagement, and operational excellence. Cleary graduates are equipped with the strategic vision, leadership skills, and industry knowledge to make a lasting impact in organizations from local community programs to professional teams, bringing sports to life with effective management and innovative development strategies.

### The Cleary Mind™ gives Cleary graduates a competitive advantage

Cleary University instills in our students the following professional skills:

**Critical Thinking**

**Effective  
Communication**

**Problem Solving**

**Creative  
Thinking**

**Persuasion**

**Entrepreneurship**

**Leadership**

**Ethics**

The Cleary Mind™ is the core of who we are and what distinguishes us from other universities. As students begin their academic career here – online or on campus – they learn and apply attributes of The Cleary Mind™ throughout their program, and by the time they graduate, The Cleary Mind™ has become their way of thinking, leading and living. That's why employers want to hire Cleary graduates. They not only have the workplace competencies to master their new job, but they also are ready to serve as creative and critical thinkers, problem solvers, effective and persuasive communicators, and ethical leaders, mentors and entrepreneurs. They exceed the expectations of employers!

\* The Key Attributes Employers Seek on Students' Resume, NACE Center, 11/30/17. The Top 10 Traits Employers Want in Business School Graduates, GoodCall, 8/17/18. College vs Business Training: What Do Employers Want?, Wharton, University of Pennsylvania, 2/11/16. 8 Essential Skills Every Employer Looks For In Recent Graduates, Inc 10/13/15. What Employers Really Look For in Recent College Graduates, USA Today, 7/22/15. What Employers Are Looking For When Hiring Recent College Grads, Forbes, 7/6/15. New College Grads: Who employers want to hire, CBS News Money Watch, 1/20/15. What Employers Want From MBAs This Year, Poets & Quants, 5/19/14. The 10 Skills Employers Most Want In 2015 Graduates, Rorbes, 11/12/14. What Employers Want, GraduateOpportunities.com