Facilitating Social Change through Sport-Based Entrepreneurship

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This presentation describes the design of an undergraduate course in which students learn how to utilize sport and recreation based social entrepreneurship to facilitate social change. Using weekly workshops and a developmental approach to learning, students create a venture plan during a semester. Specifically, students learn how to characterize a societal challenge, co-create with a community, design a solution and business model, develop a marketing plan, deliver a solution, build an organization, and assess impact. Particular emphasis is placed on the role of sport and recreation based social entrepreneurship in addressing issues related to social justice, inclusion, and health inequities.