

Berkeley Changemaker Summer Academy

July 1 – August 9, 2024



SPORTS, ENTREPRENEURSHIP AND SOCIAL IMPACT

PROGRAM FEE: \$ 10,000 USD

***APPLICATION DEADLINES:** June 15, 2024 (UC Berkeley Students and General Public)
May 1, 2024 (International Students who require a student visa)

**Due to space limitations, you are encouraged to apply early and well before the deadlines.*

PROGRAM DESCRIPTION

If you are a student contemplating a future in college athletics administration, sports agency leadership, professional sports management, an aspiring entrepreneur, or simply interested in gaining a better understanding on the current sports business trends, this exciting program is designed for undergraduate students interested in the dynamic and multi-faceted sports industry and related best practices.

Through lectures and guest speaker presentations, you will be exposed to common business practices specific to college and professional sports, in the areas of marketing, multi-media rights, finance, personal branding, entrepreneurship, technology and leadership. You will sharpen your critical thinking skills as you delve into developing tangible ideas and utilizing innovative solutions and technologies to solve real issues within the sports industry. Furthermore, you will gain valuable insight on possible career paths that will be useful as you ponder a future in sports management.

With an emphasis on making positive change in the world, the *Berkeley Changemaker*® program incorporates three through-lines in its curriculum: critical thinking, communication and collaboration, into an array of interdisciplinary courses offered by departments across the Berkeley campus. In this program, we aim for Berkeley Changemakers to clarify and identify the impact they wish to make in the world by using essential skills to solve complex problems, develop an entrepreneurial mindset, and hone the skills they need to make positive change.

Participants in the Berkeley Changemaker Summer Academy will earn a certificate of completion for their active participation in the program and upon achieving a grade of C or above in these graded courses (A "Pass" grade will not be accepted towards earning the certificate):

- **UGBA 194S:** Sports Management, Instructor: Solly Fulp
- **UGBA 192T.3:** Equity Fluent Leadership, Personal Brand, and NIL (Name, Image, Likeness)
Instructor: Kellie A. McElhaney
- **ENGIN 183:** Sports Startup Catalyst, Instructor: Mark Searle

PROGRAM BENEFITS: Learn with UC Berkeley faculty (the same faculty that teach many of our current UC Berkeley courses) from Haas and the Sutardja Center for Entrepreneurship and Technology (SCET)! *Attend rigorous academic courses with instructor with, both, academic and real-world experience. *Earn a certificate of completion *Earn a transcript of completed units to transfer back to your university (at the receiving university's discretion - must check with your college advisor for acceptance of units). *Interact with Industry Professionals! Meet industry leaders, athletes, and professionals through guest speaker sessions. *Build your network! Take advantage of network opportunities with UC Berkeley staff, administrators, and local and international students *Explore the Berkeley Campus and beyond! Through scheduled excursions and tours, explore the beauty of the UC Berkeley campus and relevant sport-related highlights in the Bay Area.

QUESTIONS?

changemaker@berkeley.edu

or visit: <https://changemaker.berkeley.edu/berkeley-changemaker-summer-academy>

**APPLY
NOW!**



Scan for
Application