

University of Pretoria Yearbook 2016

Business in sport 351 (SMS 351)

Qualification	Undergraduate
Faculty	Faculty of Health Sciences
Module credits	10.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Biokinetics and Sports Science
Period of presentation	Quarter 3

Module content

*Closed – for JRN students and requires departmental selection.

Business elements of sport, business plans, global market for sport, Africa market for sport. Globalisation. Starting and managing a sports business. Advanced entrepreneurial skills. Business law – link with sports law module.

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