

University of Pretoria Yearbook 2016

Business and governance of sport 220 (SRM 220)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	16.00
Programmes	BCom Recreation and Sports Management BA Option: Sport and Leisure in Society BA Option: Sport and Recreation Management BA Option: Sports Coaching Science
Service modules	Faculty of Economic and Management Sciences
Prerequisites	SRM 220
Contact time	3 lectures per week
Language of tuition	Double Medium
Academic organisation	Sport and Leisure Studies
Period of presentation	Semester 2

Module content

In this module sports business models are investigated and integrated with governance principles, legislation and business structures and applied in diverse sport and recreation contexts. Sports agencies, sports facilities as income generators and the role of women in the business of sport are debated. Relationships between financial decisionmaking and sports business effectiveness are explored and discussed.

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