

# University of Pretoria Yearbook 2016

## Business and governance of sport 220 (SRM 220)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Humanities</a>
<b>Module credits</b>	16.00
<b>Programmes</b>	<a href="#">BCom Recreation and Sports Management</a> <a href="#">BA Option: Sport and Leisure in Society</a> <a href="#">BA Option: Sport and Recreation Management</a> <a href="#">BA Option: Sports Coaching Science</a>
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	SRM 220
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.