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# University of Pretoria Yearbook 2017

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## Business in sport 351 (SMS 351)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Health Sciences</a>
<b>Module credits</b>	10.00
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Biokinetics and Sports Science
<b>Period of presentation</b>	Quarter 3

### Module content

\*Closed – 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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