

University of Pretoria Yearbook 2017

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 Sport and Leisure Studies Sport and Leisure in Society](#)

[BA Sport and Leisure Studies Sport and Recreation Management](#)

[BA Sport and Leisure Studies Sports Coaching Science](#)

Service modules Faculty of Economic and Management Sciences

Prerequisites SRM 220

Contact time 3 lectures per week

Language of tuition Afrikaans and English is used in one class

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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