

University of Pretoria Yearbook 2017

Economics of sport and leisure 310 (SRM 310)

Qualification Undergraduate

Faculty [Faculty of Humanities](#)

Module credits 30.00

Programmes [BCom Recreation and Sports Management](#)

[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 1

Module content

This module builds on the business and governance principles applied to sport and leisure industries and explores the basics of economic analysis and decision-making. It aims to explain and apply the supply-demand economic module underpinning individual and organisational leisure and sports behaviour. The economics of professional sports teams and sports franchises are examined. The module develops ability and techniques to calculate GDSP and economic impact of sport and recreation events, facilities, professional sports teams and sports franchises.

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