

# University of Pretoria Yearbook 2018

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

**Qualification** Undergraduate

**Faculty** [Faculty of Humanities](#)

**Module credits** 16.00

**Service modules** Faculty of Economic and Management Sciences

**Prerequisites** SRM 220

**Contact time** 3 lectures per week

**Language of tuition** Afrikaans and English are used in one class

**Department** 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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