

University of Pretoria Yearbook 2025

The business of sport and entertainment 818 (GET 818)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	6.00
NQF Level	09
Programmes	Master of Business Administration full-time [MBA] Master of Business Administration modular [MBA] Master of Business Administration part-time [MBA] MPhil in Business Management (Coursework) MPhil specialising in Change Leadership (Coursework) MPhil specialising in Corporate Strategy (Coursework) MPhil specialising in Leading in New Economies (Coursework)
Prerequisites	No prerequisite.
Contact time	21 Hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 2

Module content

This class examines how businesses in the sports and entertainment industry create, capture, and sustain value. Sports and entertainment business differ from more traditional product- or service-based businesses in that the value they create centres mostly around an experience that is often fleeting, delivered in the form of an event. Yet even though the events they deliver are often fleeting, such businesses can also create strong followings of enthusiastic fans and communities that may sustain and enhance their value proposition over time. Sports and entertainment business depend on a diverse array of stakeholders including players, performers, or participants, media partners, sponsors, audiences, and others. All these factors make managing a business in the sports and entertainment industry complex and challenging, but also incredibly interesting. In this class we will examine the strategies and approaches that underlie business success in the sports and entertainment industry.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.