



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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