



University of Pretoria Yearbook 2020

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	Module is presented in English
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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.