



University of Pretoria Yearbook 2021

Economics of sport and leisure 310 (SRM 310)

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| Qualification | Undergraduate |
| Faculty | Faculty of Humanities |
| Module credits | 30.00 |
| NQF Level | 07 |
| 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 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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