

## Seminar II

Syllabus Number

SEM-302

Compulsory 2  
credit

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### 1. Course Description

This course aims at deep understanding the essence of sports business and highlights the mechanisms of professional leagues and teams, that is, way of their thinking and acting, the process of revenue sources such as tickets sales ,television, merchandising and sponsorship. Students will learn waht and how they are actually exploiting their rights.