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The Subject Librarian Newsletter, Sports Business Management, Spring 2014

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Sport Business Management

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Vendors' training materials

Many of the databases the UCF library subscribes to have helpful online tutorials, YouTube channels, informational pamphlets, or quick reference cards. For example, SBRNet has a wealth of sports information, but it's sometimes hard to determine the scope. This "[Guide for Academic Institutions](#)" outlines the kinds of information provided and gives sample assignment questions that are suitable for use with this product.

Integrate SBRnet in the Classroom by...

- ▶ Creating and analyzing CASE STUDIES – teams, facilities, events, sporting goods companies
- ▶ Developing BUSINESS PLANS and FINANCING strategies for teams, facilities, events, sporting goods companies, etc.
- ▶ Analyzing specific SPONSORSHIP programs and measurement techniques
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- ▶ Analyzing FINANCIAL dimensions of the industry – facilities, teams, sporting goods
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