

# Sports Management in the USA I

Syllabus Number

SPS-322

Elective

2 credit

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## 1. Course Description

In the about US sports management, we learn about basic knowledge of sports management and marketing in the United States. In especially, We learn about in the National Football League(NFL), Major League Baseball(MLB), National Basketball Association(NBA), National Hockey League(NHL) history, management philosophy, and business model and strategy. And verify and compared with the Japanese sports business, So we learn the world's best sports business model.