

Seminar I

Syllabus Number

SEM-301

Compulsory 2
credit

TANIZAKI, Atsuhiko

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 what and how they are actually exploiting their rights.