

Sports Business Management I

Syllabus Number

SPS-301

Compulsory Elective
2 credit

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1. Course Description

This course aims at deep understanding of sports management which is an essential part of the professionalism required of sports leagues and teams, including stadium operators, television networks, apparel manufacturers and big advertisers. Mass media such as newspapers and sports magazines, who have the direct relations with sports fans, are also included. Students will learn the current and future business circumstances related to stakeholders of leagues and teams.