

Sports Management in the USA I

Syllabus Number

SPS-322

Elective

2 credit

KAWAKAMI, Yuji

1. Course Description

In the about US Sports Management I , 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.

Every year, I participate in MLB San Francisco Giants spring training camp "Cactus League" in Scottsdale, Arizona in March. This class offers the latest sports business strategies obtained in America.