

Sports Business Management II

Syllabus Number

SPS-302

Elective

2 credit

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1. Course Description

In the previous term, "Sport Management Theory I," we learned about "the concept of sport management," "the basics of management theory," and "trends in the sports industry in Japan and the world." The purpose of "Sport Management Theory II" is to focus on the management of "Professional Sport Organizations / Leagues" on the premise of understanding the basic knowledge learned in "Sport Management Theory I". In addition, in order to understand sports from the aspect of management resources such as "people, goods, money, and information," It aims to be able to analyze specific sports-related cases by utilizing the basics of management organization theory, management strategy theory, communication theory.