

Sports Business Management I

Syllabus Number	SPS-301
Elective	2 credit
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1. Course Description

With the decision to hold the 2020 Olympic and Paralympic Games (hereinafter referred to as Tokyo 2020), Japan is expected to revitalize the region and economy through sports and promote health care. In the "Japan Revitalization Strategy 2016", it was announced that "we aim to expand the size of the sports market to 15 trillion yen by 2025." After the end of Tokyo 2020, the "3rd Interim Report on Sports Basic Plan" was compiled in 2021. In this class, we will comprehensively discuss the theory and practice of sport management regarding the definition and scale of the sport industry, the product and market structure of sport business, the history and diversity of sports, and the solution of social issues through SDGs. The purpose is to learn. It also aims to understand the world's sports management trends while understanding the overall picture and trends based on the business policy of the Japan Sports Agency and comparing it with the world's sports industry trends.