

Seminar II

Syllabus Number

SEM-302

Compulsory 2
credit

KAWAKAMI, Yuji

1. Course Description

The Kawakami Seminar is a group of students who wish to work for professional sports teams and leagues in Japan and abroad, as well as in the sports business industry, in the future. We will set and explore themes related to "sports management" and "sports marketing," and present the results of our research to external organizations. By doing so, we aim to enhance the presence of Kawakami Seminar and its students, as well as to revitalize the sports business in Japan, which has become pseudo and stagnant, and to create a sports-advanced nation. Basically, each student is required to write a graduation thesis on a specific theme, which must be presented both on and off campus. 6 students wrote their theses in FY2021.