

Sports Management in the USA II

Syllabus Number

SPS-323

Elective

2 credit

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1. Course Description

In the about "US sports management II", we will understand of the business model, management and marketing from the case study of sports business in the US.

Specifically, we will learn about sports administrative, sports tourism, stadium business, sports industry (management, fitness, sports retailers, etc.), professional sports team and league management and big sport events.

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 US.