

Sports Economics

Syllabus Number

8C306

Major Course: Basic

Elective 2 credit

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1. Course Description

We will lecture mainly on cases of various domestic and overseas sports businesses. Learn examples such as the Olympic and Paralympic Games, European professional football league, the four biggest professional sports in America. In recent years, I am also studying Japanese professional baseball who began to focus on fan attractiveness, and J-league (football) which was a sample of community-based sports business.

Learning about traditional Japanese amateur sports such as high school baseball and Hakone Ekiden. Finally, I will think about the economic effects that the Tokyo Olympics and Paralympic Games in 2020 will have on Japan.

2. Course Objectives

It is a lecture to learn that sports greatly contribute to the economy. From professional sports to amateur sports, from participation type to watching type, from watching on the field to watching on the television or the Internet, whatever its form, it will become a revitalization of the region, in particular. And in 2020 the Olympics and Paralympic Games are held in Tokyo, we aim to deepen the understanding of economics such as flow of money by learning sports business which is familiar.

3. Grading Policy

Based on final exams, also include mid-term exam results

4. Textbook and Reference

Textbook

Basically we distribute prints every time

5. Requirements (Assignments)

Please look at the news and website etc. in advance regarding the content covered in the lecture.

6. Note

By touching sports broadcasts and sports news daily, you can better understand the different characteristics of each sport.

7. Schedule

- [1] Orientation
- [2] Looking back at the Rugby Worldcup Games in Japan last year
- [3] Economic role of sports business
- [4] Los Angeles Olympic Games in 1984, which led to the commercialization of sports
- [5] Economic effects in the FIFA Soccer World Cup
- [6] Economics of football professional leagues centered on Europe (Spain, Italy, England, etc.)
- [7] Economics of four major American sports (MLB, NBA, NFL, NBA)
- [8] Economics of Professional Sports Business in Japan Part 1 (NPB #baseball)
- [9] Economics of Professional Sports Business in Japan Part 2 (NPB #baseball)
- [10] Economics of Professional Sports Business in Japan Part 3 (J-league #football)
- [11] Economics in student sports such as high school baseball, high school soccer, Hakone Ekiden, university rugby, Universiade
- [12] Economic effects of local sports events
- [13] The role of the organizing committee for the 2020 Tokyo Olympics and Paralympics
- [14] Consider the economic effects of the 2020 Tokyo Olympics Paralympic Games
- [15] Summary