

Sports Economics

Syllabus Number 8C306

Major Course: Basic

Elective 2 credit

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1. Course Description

This program aims to know the variety of domestic and overseas sports business. At first, students will learn about the changes of the sports business influenced by COVID-19, and see the examples in the world; Soccer leagues in Europe, professional sports in States, amateur sports in Japan, etc.. Later in this seminar, we will consider about the economic effect from holding Tokyo Olympic and Paralympic Games 2020 in this summer to Japan. DP2&3

2. Course Objectives

This program is to learn that sports greatly effects to the world economy. In particular, sports will be able to make the the region economy revitalize whatever the sports genre are; Professional sports or amateur sports: participation or nonparticipation: watching on the field or watching on the TV or the Internet.

Furthermore, the Olympics and Paralympic Games are held in Tokyo in this summer, thus, this program aims to deepen the understanding of economics such as flow of money through learning sports business.

3. Grading Policy

Based on final exam, also include mid-term exam results (final exam 80% mid-term exam 20%)

4. Textbook and Reference

Textbook

Basically we share the documents every time

Reference

Itaru Kobayashi Sports no keizaigaku (The Sports economy) PHP INTERFACE

5. Requirements (Assignments)

Watch some news and website etc. about the sports economy related to the class in advance help you to understand the curriculums easily and deeply. (Advance: at least 1 hour After class: at least 1 hour studying)

6. Note

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

7. Schedule

- [1] Introduction- about learning about Sports Economy
- [2] Sports business changes part 1- Looking back at the Rugby World Cup 2020 in Japan
- [3] Sports business changes part 2- Focusing on Olympic and Paralympic Game 2020 in Tokyo
- [4] Economic role model of modern sports business
- [5] Commercialized Sports - taking Los Angeles Olympic Games in 1984 as an example
- [6] Economic effects in the FIFA Soccer World Cup
- [7] Economics of professional soccer leagues in Europe (mainly Spain, Italy, England, etc.)
- [8] Economics of four major sports in America (MLB, NBA, NFL, NBA)
- [9] Economics of Professional Sports Business in Japan Part 1 (NPB #baseball)
- [10] Economics of Professional Sports Business in Japan Part 2 (J-league #football)
- [11] Economics of Amateur Sports in Japan (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] Consideration about the economic effects of the 2020 Tokyo Olympics Paralympic Games
- [15] Summary