

2021 Subjects : Joint MA Program for IDS

Course Name	Sports Management
Instructor Name	SEKI Tomoaki, SUMINO Misaki
Course Number	0AVA107 / 01EM007 / 01EH034
Course Type	Lectures
Standard Registration Year	First/Second Year
Timetable	First semester, SpringAB
Course Credits	1.0 Credit
Course Overview	In this course, student will make researches about a way of sport management through discussions about sport marketing, sports organizations, and sports management study.
文科省提出済みの授業概要(日本語)	スポーツマーケティング、スポーツ組織、スポーツマネジメントについての文献、資料などを用いた考察を通じて、スポーツマネジメントのあり方について考究する。
Course Objectives(Learning Outcomes)	Students will learn and understand the relationships between sports management and sports development.
Course Key Words	sports management, marketing, sports industry
Course Schedule	<p>Week 1: Sport Marketing</p> <p>Week 2: Sport Marketing (Professional Sport & Sponsorship)</p> <p>Week 3: Sport Marketing (Professional Sport & Sponsorship)</p> <p>Week 4: Sport Marketing & IDS (Presentation & Discussion)</p> <p>Week 5: Introduction to Sport Management</p> <p>Week 6: Sport Management (Philosophy)</p> <p>Week 7: Sport Management (Ethic & Sportmanship)</p> <p>Week 8: Sport Management (Presentation & Discussion)</p>
Course Prerequisites and Advisories	None
Grading Philosophy (Percentage/Criteria/Methodology)	Presentation: 60%, paper work & discussion: 40%
Self-Directed Learning Other Than Coursework	Regularly, students must read news and article related sports management and marketing.
Textbooks, References, and Supplementary Materials	Photocopies
Office Hours and Contact Information	SEKI: TBD, SUMINO:msumino@nifs-k.ac.jp
Other (i.e. Expectations on Classroom Conduct and Decorum etc.)	
Relation to Other Courses	
Teaching Fellow and / or Teaching Assistant	