

科目コード／科目名 (Course Code / Course Title)	その他／3年次演習2 (Seminar2(3rd year))		
テーマ／サブタイトル等 (Theme / Subtitle)	Trends in Sport Business		
担当者名 (Instructor)	辻 洋右(TSUJI YOSUKE)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	GBU3011	言語 (Language)	英語 (English)
備考 (Notes)	コンセントレーション: マーケティング領域、コミュニケーション領域		

授業の目標 (Course Objectives)

The objective of this course is to present and discuss on trends (cases) in the sport business world.

授業の内容 (Course Contents)

Students will present to the class on a current sport business topic of their choice. Students in groups will also participate in a sport business competition. Students are expected to read all assigned articles and participate in daily discussions.

The following course schedule is tentative and is subject to change.

授業計画 (Course Schedule)

1. Introduction of course
2. Presentation and discussion on a sport business topic
3. Presentation and discussion on a sport business topic
4. Presentation and discussion on a sport business topic
5. Presentation and discussion on a sport business topic
6. Presentation and discussion on a sport business topic
7. Presentation and discussion on a sport business topic
8. Presentation and discussion on a sport business topic
9. Presentation and discussion on a sport business topic
10. Presentation and discussion on a sport business topic
11. Presentation and discussion on a sport business topic
12. Group Presentation
13. Group Presentation
14. Recap of course

授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

Read assigned articles

成績評価方法・基準 (Evaluation)

Reports(40%)/Presentations(40%)/Participation(20%)

テキスト (Textbooks)

なし

参考文献 (Readings)

1. Carpenter. 2014. *Legal Concepts in sport 4th ed.* Sagamore (ISBN:978-1-57167-736-5)
2. Welty-Peachy, Green, Chalip. 2020. *Partnerships and Alliances in Sport for Development and Peace.* Sagamore (ISBN:978-1-57167-981-9)
3. Shapiro. 2021. *Philosophies of Sport Management.* Sagamore (ISBN:978-1-952815-17-1)
4. Mull, Forrester, Barnes. 2019. *Recreational Sport Management, 6th ed.* Sagamore (ISBN:978-1-57167-963-5)
5. Orr, Jamieson. 2020. *Sport and Violence.* Sagamore (ISBN:978-1-57167-979-6)
6. Halberstam. 2016. *The Fundamentals of Sports Media and Sponsorship Sales.* Sagamore (ISBN:978-0-69248-839-3)
7. Sawyer, Judge, Sawyer. 2015. *Facility Management for Physical Activity and Sport, 2nd ed.* . Sagamore (ISBN:978-1-57167-755-6)

その他 (HP 等) (Others(e.g.HP))

