

SPORTS HUMAN CAPITAL

<SHC>

Corporate Profile

May, 2025

Sports Human Capital (SHC) Outline

Corporate name	Sports Human Capital (SHC)		
Goals	To establish and consolidate a foundation for the utilisation of intellectual assets and human resources in Japanese sports, to create new value through sports, and to contribute to the building of the future society.		
Address	Meiji Yasuda Seimei Building, 2-1-1 Marunouchi, Chiyoda City, Tokyo		
Established	September 2016 *Transitioned to a public interest corporation in March 2018		
Representative Director	Kosuke HONMA (Chairman of the Board, Persol Research and Consulting Co., Ltd.)		
Executive Director	Tokuaki SUZUKI (Human Resources Development Officer, Japan Professional Football League (J.LEAGUE))		
Directors	Yuki IGATA (SHC) Takashi KURODA (Executive Secretary, Japan Women's Empowerment Professional Football League (WE LEAGUE)) Tsutomu NISHINO (Sports Director, YOKOHAMA MARINOS Ltd.) Seiya OURA (Representative Director and President, PERSOL INNOVATION CO., LTD.) Tomohiro KAISE (Executive Secretary, Japan Football Association (JFA)) Haruna TAKATA (President and CEO, Espring Holdings. Inc.)		
Board of Council Members	Yoshikazu NONOMURA (Chairman, J.LEAGUE) Shinji KUBOTA (Corporate Executive Officer, J.LEAGUE) Yoshinori AOKAGE (Corporate Executive Officer, J.LEAGUE) Masaaki OKAWA (Chairman, Japan Volleyball League (SV.LEAGUE))		
History	Apr. 2015 J.LEAGUE Human Capital (JHC) is founded. Sep. 2016 J.LEAGUE and Ritsumeikan University launch a joint education and training programme. Sep. 2016 Sports Human Capital (SHC), a general incorporated foundation independent of the J.LEAGUE, is established. Mar. 2018 SHC is certified as a public interest incorporated foundation.		
Note	Free employment placement business Licence No. 13-M-300098		
Web	https://shc-japan.or.jp/		

(as of January 2025)

Vision and Mission of SHC

SHC aims to be the driving force for the realisation of a rich sports life by producing human resources who are active in the world of sports.

VISION



To be the driving force for the realisation of a rich sports life

Discover	Find people who can contribute to the management of sports organisations
Hone	Design and provide training courses originating from the front-line of sports Pursue the advancement of learning through continuous reflection
Produce	Continuously supply people who can contribute to sports organisations
Build	Build the best sports personnel network in Japan Accumulate and utilise intellectual assets in the human resources and management areas of the sports business

Medium-term
Management Plan → <https://shc-japan.or.jp/dl/2024/chukikeikaku2024.pdf>

Outline of FY2025 Operations

Based on the organisation of four core courses, we will work on the utilisation of human resources, subsidies to promote secondary employment, and effective networking of course graduates.

[Discover and Hone]

SHC Sports Business Master Course

- Acquire the basis for decision-making as a sports manager.
- Delve deep into the realities of specific sports clubs for a broad and in-depth study of the actual state of club management.

SHC Sports Business Basic Course

- Use the latest J.LEAGUE CLUB MANAGEMENT GUIDE (Japanese edition) as a textbook to study best practices in sports organisation management by topic.

SHC Sports Business Basic Course in English

- Use the latest J.LEAGUE CLUB MANAGEMENT GUIDE (English edition) as a textbook to study best practices in sports organisation management in English, by topic, with the goal of conducting business on a global scale.

SHC Sporting Director Course

- Organised in collaboration with J.LEAGUE, this course aims to foster and produce football club sporting directors who will excel on the global stage.

[Produce] Utilisation of human resources (employment placement)

- Create a community of graduates of the SHC education and training programme and produce a wide range of management talent for the Japanese sports community.
- Match job offers from sports organisations and others with job applications from graduates of the SHC education and training programme.

[Produce] Subsidies to promote secondary employment

- Subsidise sports organisations to cover personnel expenses for newly hired secondary and dual employment staff.
- Assist with sports-related pro bono/volunteer activities for graduates of the SHC Sports Business Master Course.

[Build] Networking and intellectual asset utilisation

- Utilise the networks developed through the operation of courses and the success of the human resources they produce to carry out activities that contribute to the development of the sports industry.

Derivative courses and events

Organise derivative courses and events using the new knowledge and personal connections acquired through the SHC courses.

Alliances and collaborations with domestic and international sports organisations, companies, and educational institutions

Introducing and updating primary information and knowledge from the front-line of the sports business

Total number of SHC graduates: 647 people

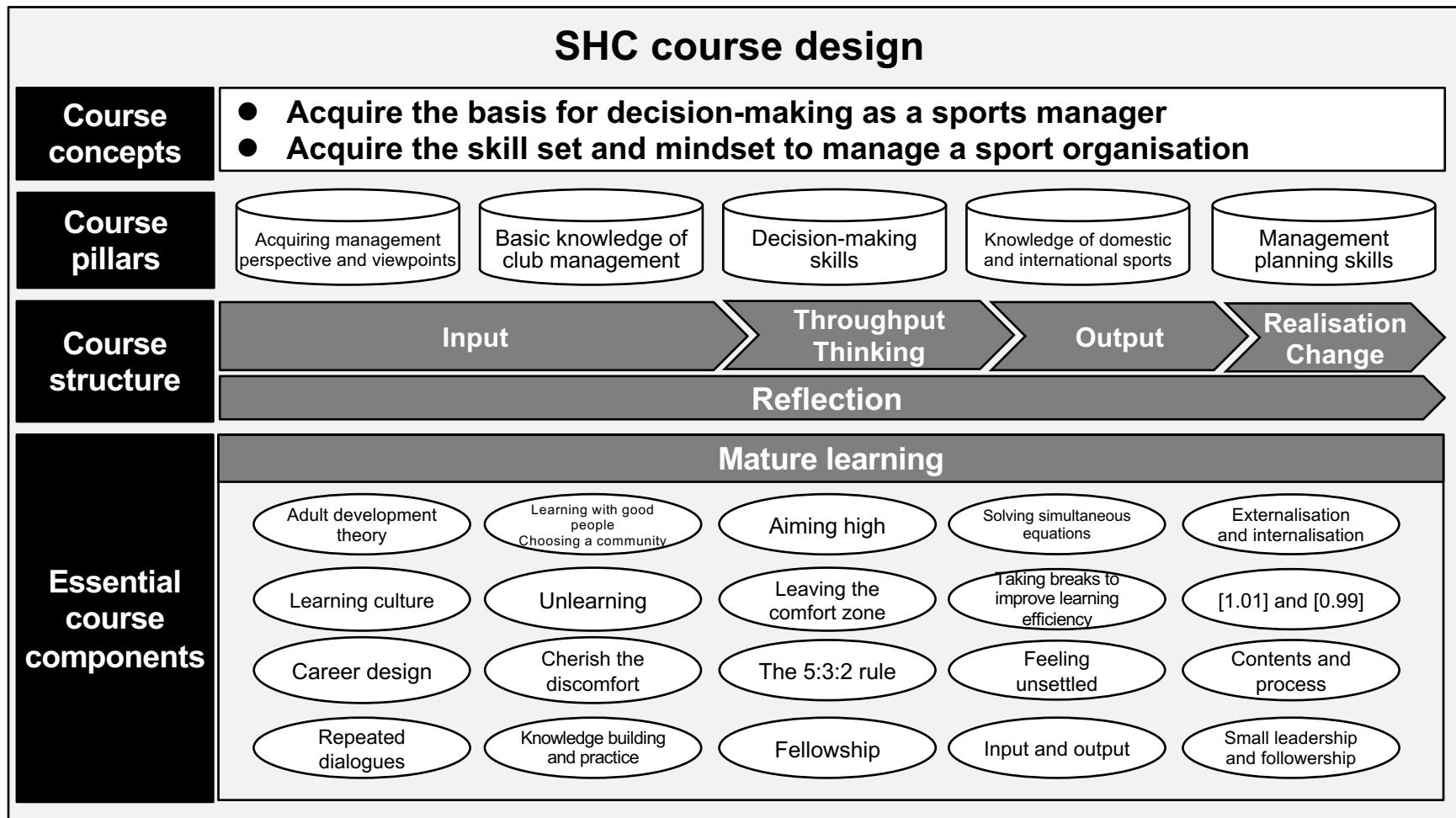
Graduates' cumulative placement/transfer to the sports industry: 174 people

Number currently in the sports industry: 293 people

Success of human resources and development of sports business

SHC Course Methods

All courses organised by SHC are designed and developed using unique course methods.



SHC Sports Business Basic English Course

【Syllabus】

*The syllabus is current as of 22 July 2025, and is subject to change.

	Day	Time	Location	Lecture content	lecturer
1	4.Oct.	10:30-11:00	REAL	Opening ceremony／J.LEAGUE CLUB MANAGEMENT GUIDE (Outline)	SUZUKI Tokuaki／Sports Human Capital (SHC)
		11:00-12:00		Mutual understanding session	KURIHARA Shintarou／Sports Human Capital (SHC)
		12:00-13:00		J.LEAGUE growth strategy	HIGUCHI Junya／Japan Professional Football League (J.LEAGUE)
		14:00-16:00		Advanced Discussions	Berlitz Japan, Inc.
		16:00-18:00		Guest speech／English in Football	Simon Witheridge& Sporpath
2	9 Oct.	20:00-22:00	ZOOM	J.LEAGUE CLUB MANAGEMENT GUIDE (Core Principles)	SUZUKI Tokuaki／Japan Professional Football League (J.LEAGUE)
3	17 Oct.	20:00-22:00	ZOOM	Guest speech／Match organisation for the FIFA Club World Cup	Alisher Nikimbaev／FIFA Match Director (Qatar Football Association)
4	24 Oct.	20:00-22:00	ZOOM	J.LEAGUE CLUB MANAGEMENT GUIDE (Football/Facilities)	SUZUKI Tokuaki／Japan Professional Football League (J.LEAGUE)
5	26 Oct.	10:00-12:00	ZOOM	Guest speech／Top Team Management	NISHINO Tsutomu／Sports Human Capital (SHC)
		12:00-14:00	ZOOM	J.LEAGUE CLUB MANAGEMENT GUIDE (Comparison with the World)	SUZUKI Tokuaki／Japan Professional Football League (J.LEAGUE)
		14:00-16:00	ZOOM	Guest speech／European club management and operations	Deshima Football Consultancy BV／IIZUKA Akihisa
6	31 Oct.	20:00-22:00	ZOOM	J.LEAGUE CLUB MANAGEMENT GUIDE (to C)	SUZUKI Tokuaki／Japan Professional Football League (J.LEAGUE)
7	7 Nov.	20:00-22:00	ZOOM	J.LEAGUE CLUB MANAGEMENT GUIDE (Business Enhancement)	SUZUKI Tokuaki／Japan Professional Football League (J.LEAGUE)
8	21 Nov.	20:00-22:00	ZOOM	J.LEAGUE CLUB MANAGEMENT GUIDE (Sustainability)	SUZUKI Tokuaki／Japan Professional Football League (J.LEAGUE)
9	28 Nov.	20:00-22:00	ZOOM	J.LEAGUE CLUB MANAGEMENT GUIDE (Management Base)	SUZUKI Tokuaki／Japan Professional Football League (J.LEAGUE)
10	14 Dec.	13:00-15:00	REAL	Advanced Presentations	Berlitz Japan, Inc.
		15:00-16:00		Career session	KURIHARA Shintarou／Sports Human Capital (SHC)
		16:00-17:00		Final Lecture	SUZUKI Tokuaki／Sports Human Capital (SHC)

【J.LEAGUE CLUB MANAGEMENT GUIDE】 https://aboutj.ileague.jp/corporate/en/about_jclubs/management_jclubs/#c_1

Members and Partners

Members

■ Special Members ■ Members

Membership fees and benefits per membership policy

Special Member
JAPAN PROFESSIONAL FOOTBALL LEAGUE
Member

SV.LEAGUE

Corporations providing funding

■ SHC Sponsoring Partners

Basic interests, as well as original interests associated with projects that take into account sponsorship funding

PERSOL CAREER CO., LTD.

Molten Corporation

Corporations offering collaboration in commissioned projects, etc.

■ SHC Collaboration Partners

Projects and collaborations subject to commissioning contracts in conjunction with cooperation agreements, etc.

International Pacific University

Japan Football Association

Corporations that do not provide funding but provide logistical or cooperative support

■ Supporting Partners

No financial or material support, but logistical support such as information sharing and PR

Women Empowerment League

JAPAN RUGBY LEAGUE ONE

■ Cooperative Partners

No financial support, but cooperative support in the form of material and human resources, in addition to information sharing and PR

Donations

- Corporations and individuals that provide a wide range of donations to SHC projects

Examples of Member and Partner Rights and Interests

	Examples of partner rights
1	Right to be nominated to the SHC Board of Directors *Approval of the Board of Council is required for appointment to the Board of Directors.
2	Right to formulate joint projects *The sharing of costs for the implementation of joint projects is decided through consultation between the parties.
3	Provision of SHC human resource attribute data (course participants and graduates)
4	Participation in the courses (Free slots awarded for various courses in total for the year) *50% discount if quorum is exceeded.
5	Course observer rights
6	Use of SHC course participant and graduate networks for PR
7	Right to use the “SHC Sponsoring Partner” designation, statement and composite logo
8	Display of logo on website
9	Cooperation and collaboration on websites and social media
10	Hashtagging on social media *Only for SHC publicity posts
11	Right to participate in various events *Invitation quotas adjusted according to the scale of the event (special courses, SHC Café, HCD, etc.)

*The specific rights and interests of the various partners and the contractual fees are determined on a case-by-case basis through consultation.