

SHC Sports Business Global Course 2026 (Syllabus)

*The syllabus is current as of 10 February 2026, and is subject to change.

	Day	Week	Time	Location	No.	Lecture content	lecturer
1	17-May	Sun.	10:30-11:00	REAL & ZOOM	①	Opening Ceremony / J.LEAGUE CLUB MANAGEMENT GUIDE (Outline)	SUZUKI Tokuaki / Sports Human Capital (SHC)
			11:00-12:00		②	Mutual Understanding Session	KURIHARA Shintarou / Sports Human Capital (SHC)
			12:00-13:00		③	J.LEAGUE Growth Strategy	HIGUCHI Junya / Japan Professional Football League (J.LEAGUE)
			14:00-16:00		④	Advanced Discussions	Berlitz Japan, Inc.
			16:00-18:00		⑤	J.LEAGUE CLUB MANAGEMENT GUIDE (Fundamental Knowledge / Core Principles)	SUZUKI Tokuaki / Japan Professional Football League (J.LEAGUE)
2	21-May	Thu.	20:00-22:00	ZOOM	⑥	English in Football	Simon Witheridge / Sporpath
3	28-May	Thu.	20:00-22:00	ZOOM	⑦	J.LEAGUE CLUB MANAGEMENT GUIDE (Comparison with the World)	SUZUKI Tokuaki / Japan Professional Football League (J.LEAGUE)
4	4-Jun	Thu.	20:00-22:00	ZOOM	⑧	Guest Speech / Professional League in Asia	Zokhirjon Akramkhonov / Asian Football Confederation (AFC)
5	7-Jun	Sun.	10:00-12:00	ZOOM	⑨	J.LEAGUE CLUB MANAGEMENT GUIIDE (Football / Facilities)	SUZUKI Tokuaki / Japan Professional Football League (J.LEAGUE)
			13:00-15:00	ZOOM	⑩	Guest Speech / The Potential of Football in Indonesia and ASEAN	OYA Takeyuki / I-League (Indonesia)
			15:00-17:00	ZOOM	⑪	Guest Speech / FC Barcelona Transformation Journey (From Football Club to a Global Entertainment Brand)	Enric Llopart / Former Digital Director, FC Barcelona
6	11-Jun	Thu.	20:00-22:00	ZOOM	⑫	J.LEAGUE CLUB MANAGEMENT GUIDE (to C / Business Enhancement)	SUZUKI Tokuaki / Japan Professional Football League (J.LEAGUE)
7	18-Jun	Thu.	20:00-22:00	ZOOM	⑬	Guest Speech / European Club Management and Operations	IIZUKA Akihisa / Deshima Football Consultancy BV
8	25-Jun	Thu.	20:00-22:00	ZOOM	⑭	J.LEAGUE CLUB MANAGEMENT GUIDE (Management Base / Sustainability)	SUZUKI Tokuaki / Japan Professional Football League (J.LEAGUE)
9	2-Jul	Thu.	20:00-22:00	ZOOM	⑮	FIFA World Cup ※TBC	※TBC
10	5-Jul	Sun.	10:00-12:00	REAL & ZOOM	⑯	Advanced Presentations	Berlitz Japan, Inc.
			13:00-17:00		⑰	Presentaion	Participants
			17:00-18:00		⑱	Final Lecture / Closing Ceremony	SUZUKI Tokuaki / Sports Human Capital (SHC)