

# SPORTS HUMAN CAPITAL <SHC> Corporate Profile

January, 2026



# Sports Human Capital (SHC) Outline

<b>Corporate name</b>	<b>Sports Human Capital (SHC)</b>
<b>Goals</b>	<b>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.</b>
<b>Address</b>	<b>Meiji Yasuda Seimei Building, 2-1-1 Marunouchi, Chiyoda City, Tokyo</b>
<b>Established</b>	<b>September 2016 *Transitioned to a public interest corporation in March 2018</b>
<b>Representative Director</b>	<b>Kosuke HONMA (Chairman of the Board, Persol Research and Consulting Co., Ltd.)</b>
<b>Executive Director</b>	<b>Tokuaki SUZUKI (Human Resources Development Officer, J.LEAGUE)</b>
<b>Directors</b>	<b>Yuki IGATA (SHC) Takashi KURODA (Executive Secretary, WE LEAGUE) Tsutomu NISHINO (SHC) Seiya OURA (Representative Director and President, PERSOL INNOVATION CO., LTD.) Tomohiro KAISE (Executive Secretary, JFA) Haruna TAKATA (President and CEO, Espring Holdings. Inc.)</b>
<b>Board of Council Members</b>	<b>Yoshikazu NONOMURA (Chairman, J.LEAGUE) Shinji KUBOTA (Corporate Executive Officer, J.LEAGUE) Yoshinori AOKAGE (Corporate Executive Officer, J.LEAGUE) Masaaki OKAWA (Chairman, SV.LEAGUE)</b>
<b>History</b>	<b>Apr. 2015 J.LEAGUE Human Capital (JHC) is founded. 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.</b>
<b>Note</b>	<b>Free employment placement business Licence No. 13-M-300098</b>
<b>Web</b>	<b><a href="https://shc-japan.or.jp/">https://shc-japan.or.jp/</a></b>

**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

## MISSION

- 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
- Hone : 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
- Build : Accumulate and utilise intellectual assets in the human resources and management areas of the sports business

## VALUES

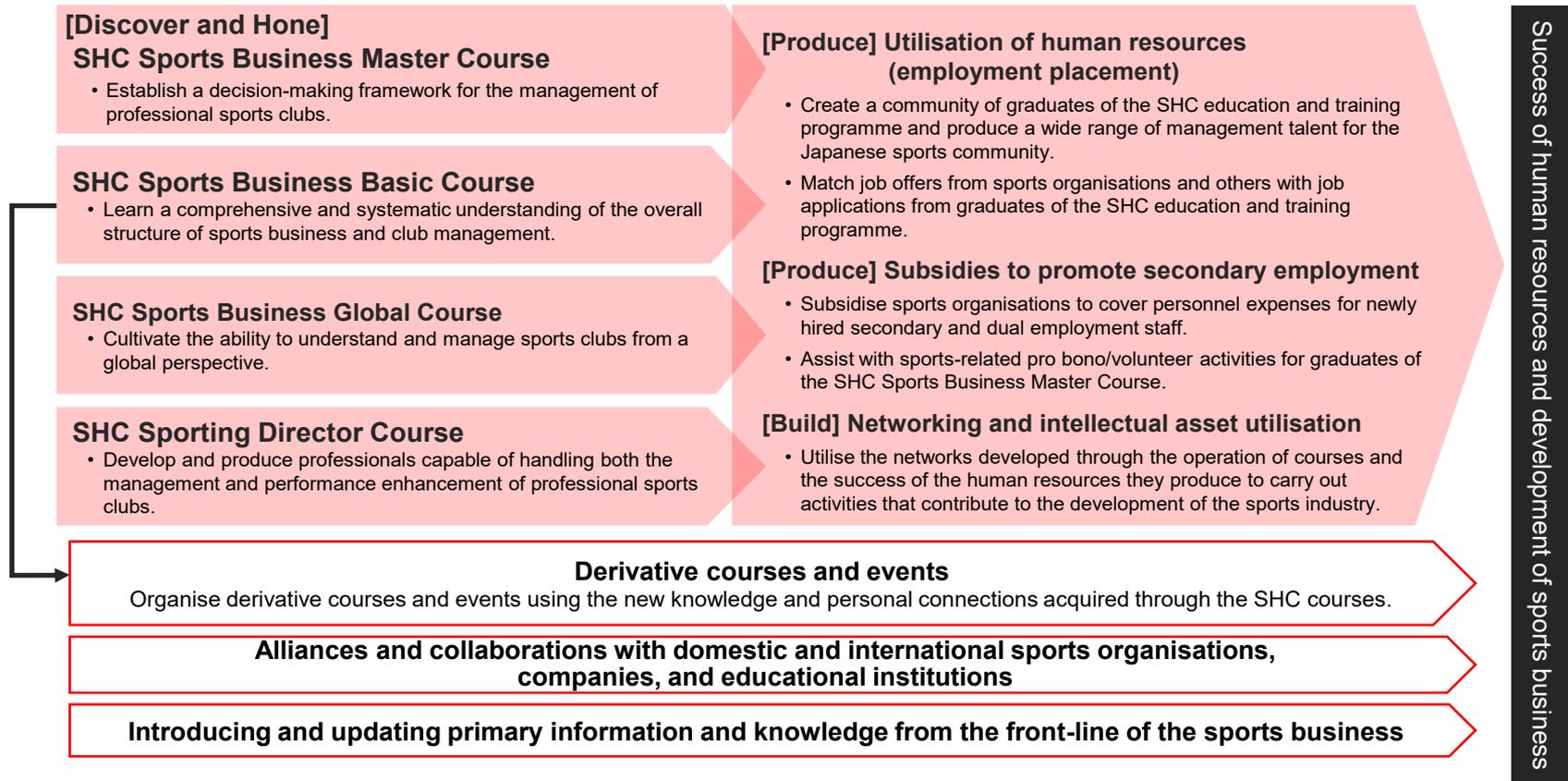
- Challenges Embracing Social Change
- Pursuing the Potential of Sports
- Continuous learning for personal growth
- Respect for diverse perspectives

**We will focus on the creation of management talent for sports organisations and centre our operations on our courses.**

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



**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.**



**As of November, 2025**

Total number of SHC graduates: 680 people

Graduates' cumulative placement/transfer to the sports industry: 186 people

Number currently in the sports industry: 304 people

# Courses Organised by SHC in FY2026

	Sports Business Master Course	Sports Business Basic Course	Sports Business Global Course	Sporting Director Course
Course Objectives	<ul style="list-style-type: none"> <li>•Develop the knowledge, critical thinking, and decision-making criteria required as a management or executive talent, and acquire the basis for decision-making in professional sports club management</li> <li>•Provides a lifelong sports talent network and opportunities for exchange</li> </ul>	<ul style="list-style-type: none"> <li>•Acquire a comprehensive and systematic understanding of sports business and club management as a whole, focusing on professional sports clubs in Japan, particularly J.LEAGUE clubs, and understand "what club management is" and "what is happening on the front-line"</li> <li>•Provides opportunities for exchange with sports talent networks</li> </ul>	<ul style="list-style-type: none"> <li>•Develop the ability to view J.LEAGUE clubs from a global perspective and understand the ideal state and actual state of club management through comparison with overseas examples</li> <li>•In addition, gain a greater ability to participate in global discussion environments through learning conducted entirely in English</li> <li>•Provides opportunities for exchange with global sports talent networks</li> </ul>	<ul style="list-style-type: none"> <li>•Develops sporting directors for football clubs who can excel at the world level and produces specialists capable of handling both management and development of a professional sports club</li> <li>•Provides opportunities for exchange with sports talent networks</li> </ul>
Format	Online: Zoom Partially in-person sessions in Tokyo and other regions	Online: Zoom Partially in-person sessions in Tokyo	Online: Zoom Partially in-person sessions in Tokyo	Online: Zoom Partially in-person sessions in Tokyo *Overseas training programme held separately
Schedule (Planned)	Early August 2026 – Early March 2027	4 April 2026 – 30 May 2026	May 2026 – July 2026	September – December 2026
Number of Lectures	Total 36 lectures (sessions) Primarily from 8:00 p.m. on Mondays Some daytime sessions on weekends	Total 18 lectures (sessions) / 10 days Primarily from 8:00 p.m. on Mondays Some daytime sessions on Saturday	Total 18 lectures (sessions) / 10 days Primarily from 8:00 p.m. on Thursdays Some daytime sessions on weekends	Total 12 lectures (sessions) and more *Overseas training programme held separately

## ● Main Instructor



**Kosuke HONMA**

SHC Representative Director  
Chairman of the Board, Persol Research and Consulting Co., Ltd.  
Board Director, The Asahi Shimbun Company  
Director, Yappli, Inc.  
Visiting Professor, Graduate School of Business, Rikkyo University  
Visiting Professor, International Pacific University



**Tokuaki SUZUKI**

SHC Executive Director  
J.LEAGUE Human Resources Development Officer



**Tsutomu NISHINO**

SHC Director

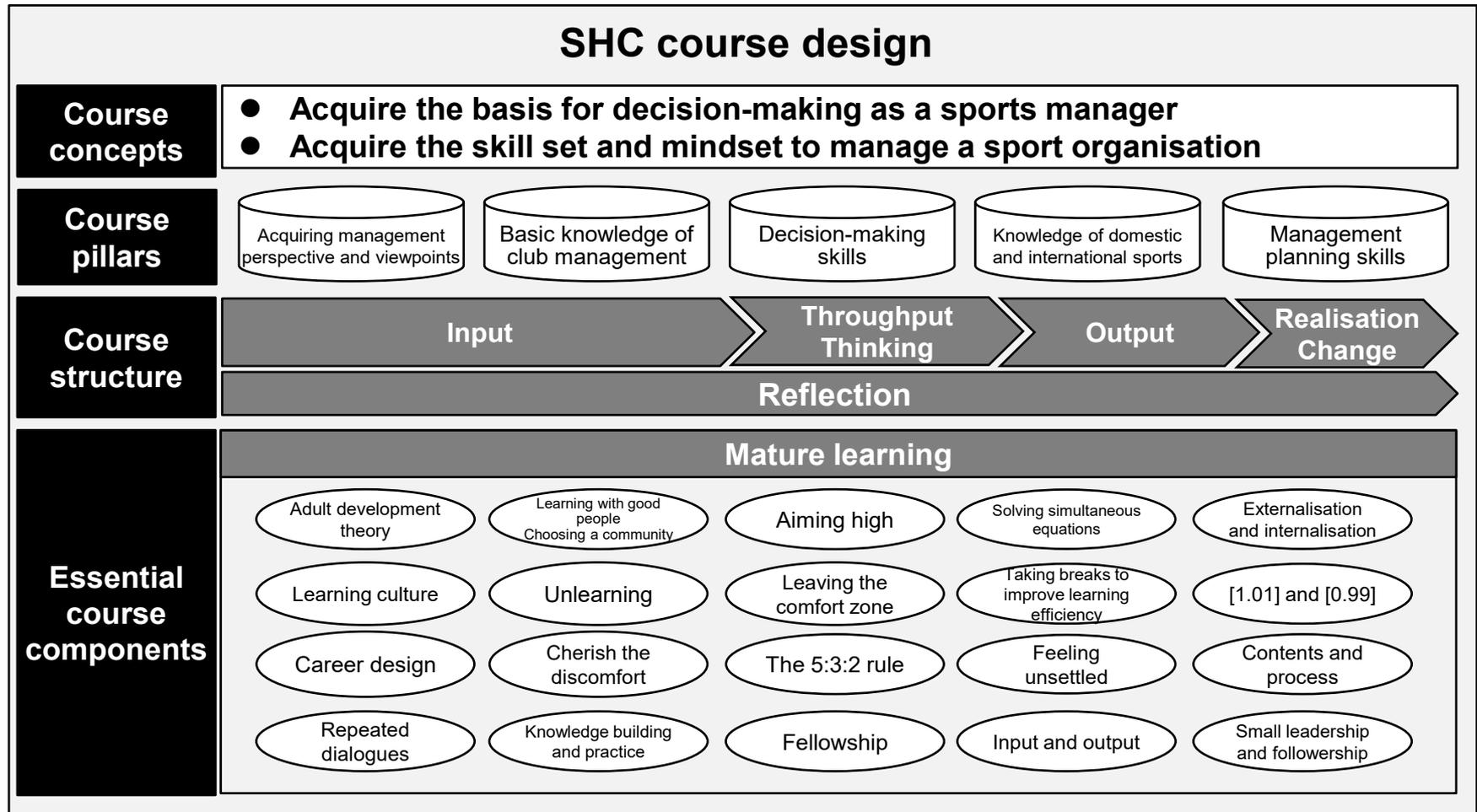
## ● Guest Instructors

We invite instructors with expertise in the latest sports business topics to facilitate discussions.



Past Guest Instructors  
(selected examples)

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



## SHC continues to provide a community where participants can stay connected and keep learning even after completing their courses.

### SHC Café

Mini-lectures held to discuss timely themes on sports business. Graduate-initiated programmes are also included, providing opportunities for continuous learning after course completion.



### Home Coming Day

An annual gathering for interaction across different cohorts of SHC participants. An occasion where participants can discuss and learn about sports business topics, share their own achievements, and build connections.



### Book Club

The secretariat and volunteer coordinators set assigned readings. Participants read the books thoroughly before attending, engage in dialogue on related themes, and learn from one another. (Approx. once a month)

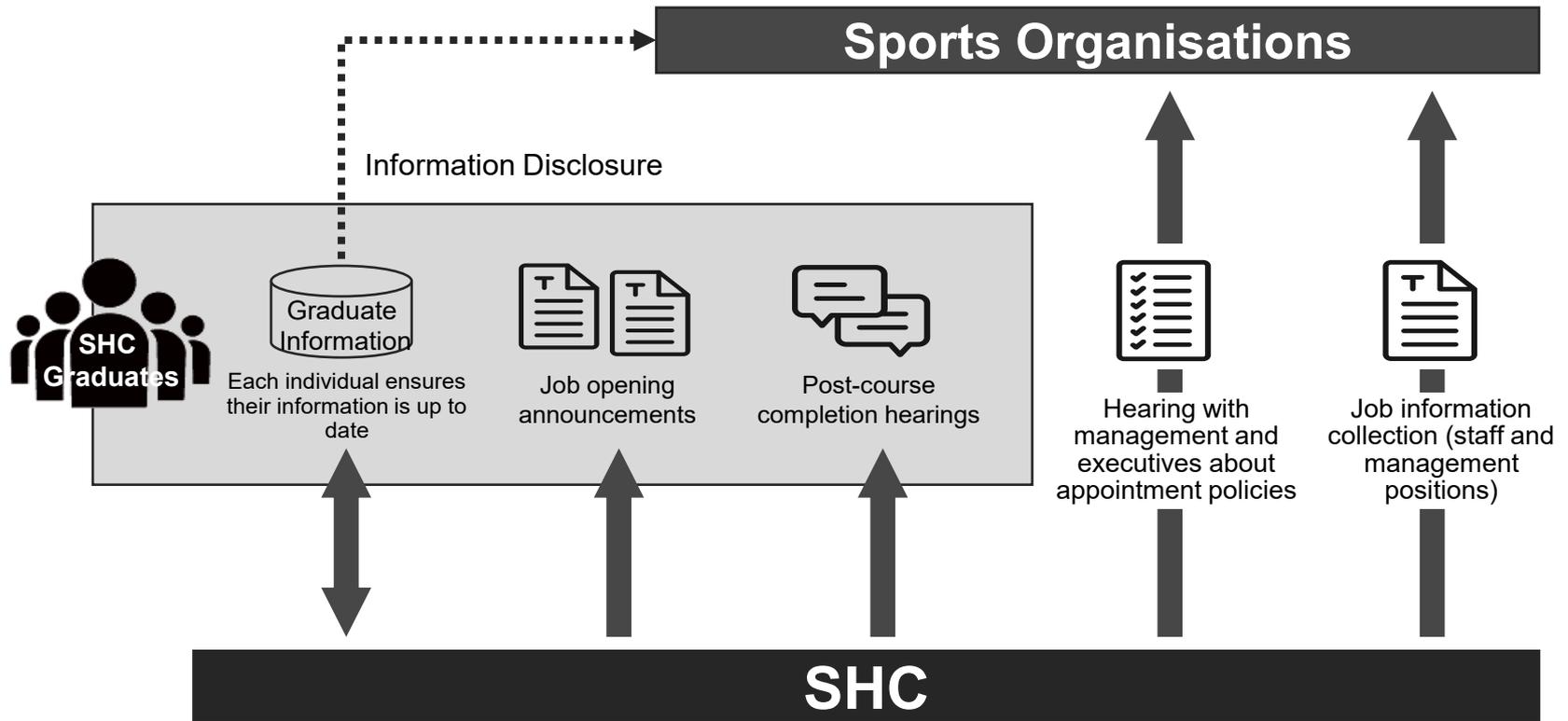


### Match Viewing Events

Based on announcements from the secretariat and course participants, opportunities are provided to watch various sports competitions together. Held as occasions for on-site learning and networking among graduates. (Irregularly held)

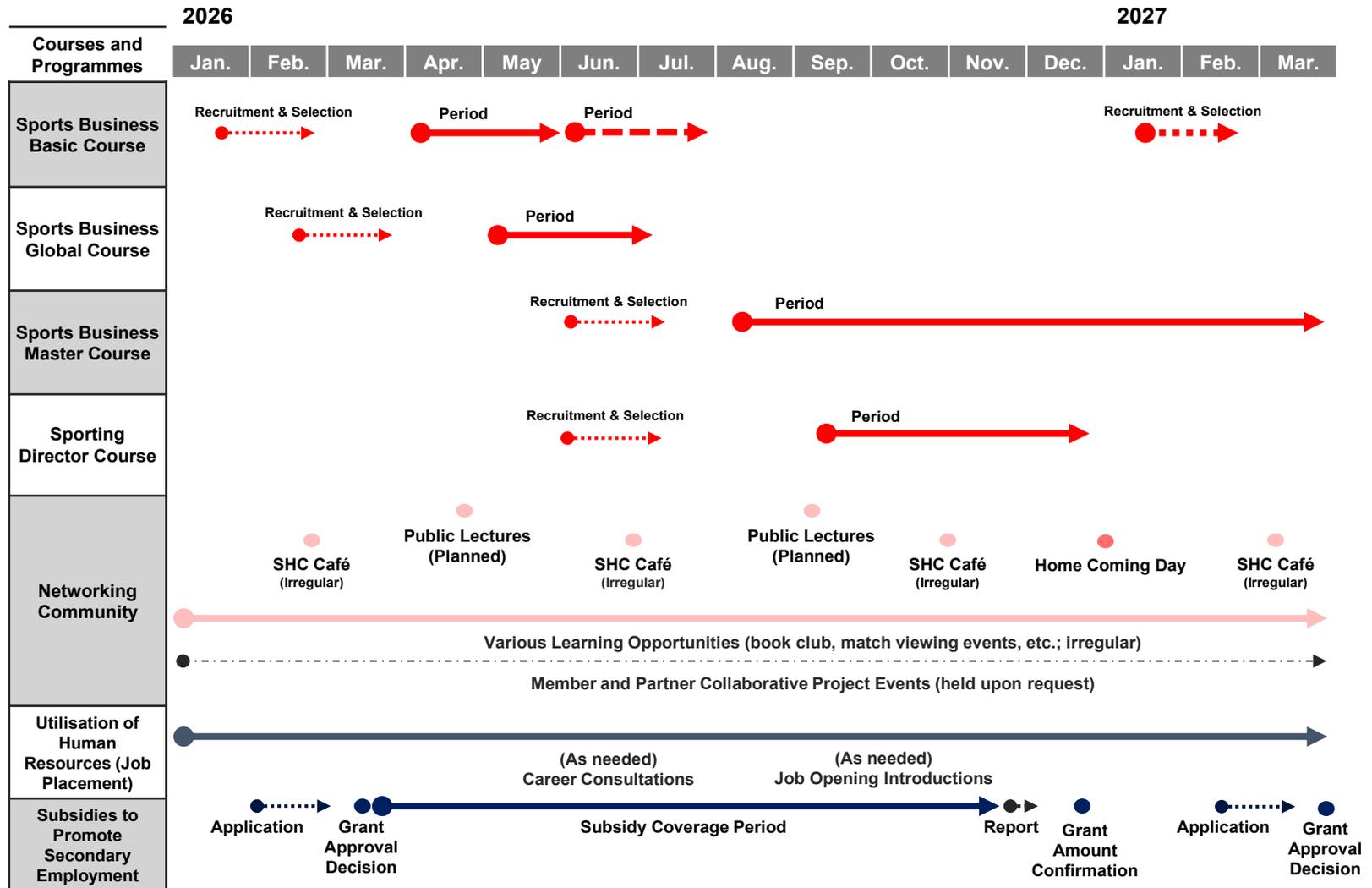


**SHC provides free job placement support by communicating and sharing job-seeker information from graduates and job openings from sports organisations.**

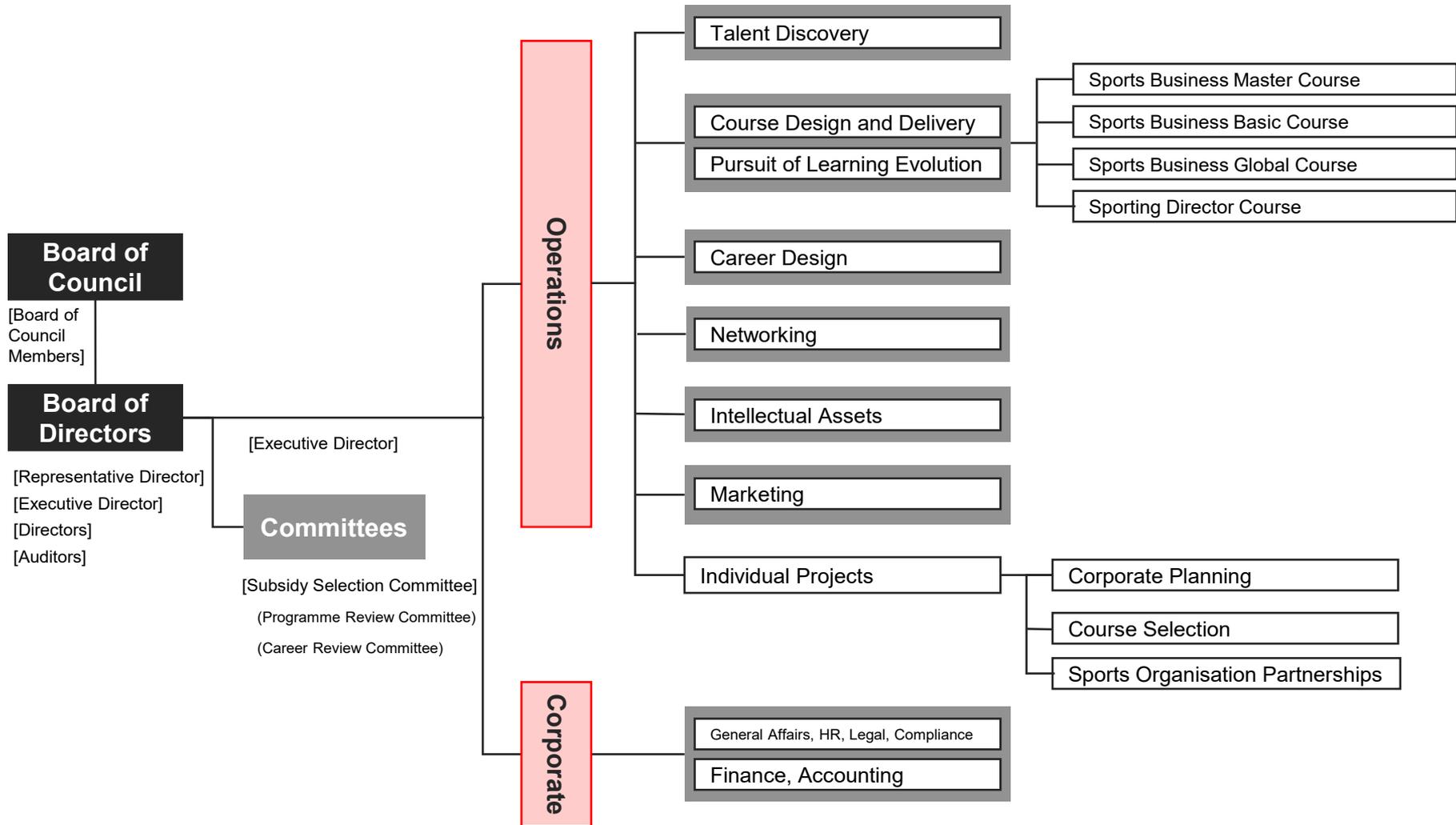


\* For enquiries on career services: [shc\\_career@shc-japan.or.jp](mailto:shc_career@shc-japan.or.jp)

# FY2026 Operational Schedule



# Organisational Structure



<p><b>Members</b></p>	<ul style="list-style-type: none"> <li>■ <b>Special Members</b></li> <li>■ <b>Members</b></li> </ul> <p>Membership fees and benefits per membership policy</p>	<p><b>Special Member</b>  <b>JAPAN PROFESSIONAL FOOTBALL LEAGUE</b></p> <p><b>Member</b>  <b>SV.LEAGUE</b>  <b>JAPAN FOOTBALL ASSOCIATION</b></p>
<p><b>Sponsorship</b></p>	<p>Corporations providing funding</p> <ul style="list-style-type: none"> <li>■ <b>SHC Sponsoring Partners</b>                      Basic interests, as well as original interests associated with projects that take into account sponsorship funding</li> </ul> <p>Corporations offering collaboration in commissioned projects, etc.</p> <ul style="list-style-type: none"> <li>■ <b>SHC Collaboration Partners</b>                      Projects and collaborations subject to commissioning contracts in conjunction with cooperation agreements, etc.</li> </ul> <p>Corporations that do not provide funding but provide logistical or cooperative support</p> <ul style="list-style-type: none"> <li>■ <b>Supporting Partners</b>                      No financial or material support, but logistical support such as information sharing and PR</li> <li>■ <b>Cooperative Partners</b>                      No financial support, but cooperative support in the form of material and human resources, in addition to information sharing and PR</li> </ul>	<p><b>PERSOL CAREER CO., LTD.</b>  <b>EUPHORIA CO., LTD.</b></p> <p><b>International Pacific University</b></p> <p><b>WEMEN EMPOWERMENT LEAGUE</b>  <b>JAPAN RUGBY LEAGUE ONE</b>  <b>JAPAN FUTSAL FEDERATION</b>  <b>JAPAN FUTSAL TOP LEAGUE</b>  <b>JAPAN PRO-FOOTBALLERS ASSOCIATION</b>  <b>JAPAN WEMEN'S FOOTBALL LEAGUE</b></p>
<p><b>Donations</b></p>	<ul style="list-style-type: none"> <li>● Corporations and individuals that provide a wide range of donations to SHC projects</li> </ul>	