

## **Educational Impact Required of SCO-OP (Sporting Co-Operative Program) for Building Careers in the Sports Industry**

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### **Abstract**

The purpose of this presentation is to review the educational impact and effectiveness of the SCO-OP (Sporting Co-Operative Program) for building careers in the sports industry. This will be done using specific materials concerning the following points: 1. The type of human resources currently sought after based on various materials regarding the job market in the sports industry, 2. the impact factor of course subjects and the SIP (Sporting Internship Program) within the National Institute for Fitness and Sport with respect to the educational impact on career building based on surveys of graduates, and finally 3. clarification of the educational impact of the SCO-OP and issues involving the training of human resources. Practical, on-site training in comprehensive management skills to deal with the breaking down of barriers between job types, diversification and sophistication which is taking place in the rapidly changing sports industry of today can be pointed out as a major issue from the perspective of career building as well. Therefore, the long-term SCO-OP is expected to be more efficient than the two-week SIP, which was performed up until now, but will require development of internship programs in partnership with the sports industry.