

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
ESPT 100 – Introduction to Esports Management

CIP Code: 52.9999

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>

or reach out to Sarah Todd at todds@canton.edu

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Updated by: Nicholas Kocher

School of Business and Liberal Arts

Department: Business

Semester/Year: Fall 2023

- A. TITLE: Introduction to Esports Management
- B. COURSE NUMBER: ESPT 100
- C. CREDIT HOURS: (**Hours of Lecture, Laboratory, Recitation, Tutorial, Activity**)

Credit Hours: 3
 # Lecture Hours: 3 per week
 # Lab Hours: 0 per week
 Other: 0 per week

Course Length: 15 Weeks

- D. WRITING INTENSIVE COURSE: Yes No

- E. GER CATEGORY: None: Yes: GER
If course satisfies more than one: GER

- F. SEMESTER(S) OFFERED: Fall Spring Fall & Spring

- G. COURSE DESCRIPTION:

This course introduces students to Esports and the fundamentals of effective Esports management. Students identify best practices in Esports management by examining case studies of the emerging Esports industry and associated stakeholders. Students explore financial, legal & ethical, marketing, and operational issues surrounding the Esports industry. Finally students explore career opportunities in Esports management.

- H. PRE-REQUISITES: None Yes If yes, list below:

CO-REQUISITES: None Yes If yes, list below:

- I. STUDENT LEARNING OUTCOMES: (*see key below*)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> <u>[SLO]</u>	<u>Program Student Learning Outcome</u> <u>[PSLO]</u>	<u>GER</u> <i>[If Applicable]</i>	<u>ISLO & SUBSETS</u>
a. Define Esports and compare & contrast with traditional sports	1		2-Crit Think ISLO ISLO IA Subsets Subsets

				Subsets
b. Identify the characteristics of effective Esports management	2		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
c. Examine the functional areas of management and their role in Esports management.	2 4		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
d. Examine the structure and key stakeholders in the global Esports Industry	2 8		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
e. Identify legal and ethical issues in the Esports industry	4		4-Soc Respons ISLO ISLO	ER Subsets Subsets Subsets
f. Explore career opportunities in the Esports industry	1		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit/Reasoning [QTR]</i>

4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab
<input type="checkbox"/> Internship
<input type="checkbox"/> Clinical Placement
<input type="checkbox"/> Practicum
<input type="checkbox"/> Service Learning
<input type="checkbox"/> Community Service | <input type="checkbox"/> Civic Engagement
<input type="checkbox"/> Creative Works/Senior Project
<input type="checkbox"/> Research
<input type="checkbox"/> Entrepreneurship
(program, class, project) |
|---|--|

K. TEXTS:

None

L. REFERENCES:

None

M. EQUIPMENT: None Needed: Technology Enhanced Classroom

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Assignments, Quizzes, Exams, Project

P. DETAILED COURSE OUTLINE:

I. History of Esports and Esports Management

- A. The Beginnings of Esports
- B. Esports vs. Traditional Sports
- C. Monetization of Esports

II. The Esports Industry

- A. Structure
- B. Stakeholders
- C. Opportunities
- D. Leagues and Events
- E. Professional vs. Recreational Esports

III. Managerial Issues in Esports management

- A. **Functional Areas of Management in Esports**
 - B. **Knowledge, Skills, and Abilities in Esports Management**
 - C. **Managerial Issues in Esports Management**
- IV. Legal and Ethical Considerations in Esports Management**
- A. **Legal Issues in Esports Management**
 - B. **Ethical Issues in Esports Management**
- V. Marketing in Esports**
- A. **The Marketing Mix**
 - B. **Esports Marketing**
 - C. **Traditional Marketing vs. Esports Marketing**
 - D. **Current Issues in Esports Marketing**
- VI. Financial and Economic Issues in Esports**
- A. **Financial Management in Esports**
 - B. **Economic impact of Esports**
 - C. **Current financial and economic issues in Esports Management**
- VII. Esports Management Intermediaries**
- A. **Esports Facilities and Event Management**
 - B. **Esports Sales and Sponsorships**
 - C. **Esports Broadcasting and Communication**
- VIII. Legal and Ethical Considerations in Esports Management**
- A. **Legal Issues in Esports Management**
 - B. **Ethical Issues in Esports Management**
- IX. Future of Esports and Esports Management**
- A. **Current Trends**
 - B. **Opportunities for Growth and Expansion**
- X. Careers in Esports and Esports Management**
- A. **Esports Careers**
 - B. **Esports Players**
 - C. **Esports Management**
 - D. **Where to find a job in Esports**
 - E. **How to market yourself in the Esports Industry**
- Q. **LABORATORY OUTLINE: None Yes**