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



# MASTER SYLLABUS

## COURSE NUMBER – COURSE NAME
**ESPT 308 – ESPORTS EVENT 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*

**Created by: Nicholas Kocher**

**Updated by: Nicholas Kocher**

**School of Business and Liberal Arts**

**Department:   Business**

**Semester/Year:   Fall 2023**

A.    TITLE: Esports Event Management

B.    COURSE NUMBER:  ESPT 308

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:

In this course students apply their knowledge of Esports management and relevant functional areas of business to plan and execute an Esports event. Using case studies and interaction with Esports practitioners, students identify and apply best practices for planning and executing an Esports event. Students are required to manage an Esports event prior to completion of the course.

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

ESPT 100, BSAD 203, ESPT 301 and 45 credits earned; or permission of instructor

      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:

| *Course Student Learning Outcome [SLO]* | *Program Student Learning Outcome [PSLO]* | *GER [If Applicable]* | *ISLO & SUBSETS* | |
|---|---|---|---|---|
| a. Examine Esports event management and compare with other forms of event management | 2 | | 2-Crit Think ISLO ISLO | CA Subsets Subsets |

| | | | | | Subsets |
|---|---|---|---|---|---|
| b. Identify and apply appropriate steps in planning and executing an Esports event | 4 | | | 2-Crit Think<br>ISLO<br>ISLO | CA<br>Subsets<br>Subsets<br>Subsets |
| c. Identify, secure, and deploy resources needed to execute an Esports event | 4 | | | 2-Crit Think<br>ISLO<br>ISLO | CA<br>Subsets<br>Subsets<br>Subsets |
| d. Apply effective managerial and communication skills to manage an Esports event | 4 | | | 2-Crit Think<br>ISLO<br>ISLO | CA<br>Subsets<br>Subsets<br>Subsets |
| e. Identify and address legal, ethical, and risk management issues associated with the execution of an Esports event | 3 | | | 4-Soc Respons<br>ISLO<br>ISLO | ER<br>Subsets<br>Subsets<br>Subsets |
| f. Apply Esports marketing principles to secure event sponsorship and broadcast an Esports event to an appropriate audience | 4 | | | 5-Ind, Prof, Disc, Know Skills<br>ISLO<br>ISLO | Subsets<br>Subsets<br>Subsets<br>Subsets |
| | | | | ISLO<br>ISLO<br>ISLO | Subsets<br>Subsets<br>Subsets<br>Subsets |
| | | | | ISLO<br>ISLO<br>ISLO | Subsets<br>Subsets<br>Subsets<br>Subsets |
| | | | | ISLO<br>ISLO<br>ISLO | Subsets<br>Subsets<br>Subsets<br>Subsets |
| | | | | ISLO<br>ISLO<br>ISLO | Subsets<br>Subsets<br>Subsets<br>Subsets |

| KEY | Institutional Student Learning Outcomes [ISLO 1 – 5] |
|---|---|
| ISLO # | ISLO & Subsets |
| 1 | **Communication Skills**<br>Oral [O], Written [W] |
| 2 | **Critical Thinking**<br>*Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]* |
| 3 | **Foundational Skills**<br>*Information Management [IM], Quantitative Lit,/Reasoning [QTR]* |

| 4 | **Social Responsibility** <br> *Ethical Reasoning [ER], Global Learning [GL],* <br> *Intercultural Knowledge [IK], Teamwork [T]* |
|---|---|
| 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:

- ☒ Classroom/Lab
- ☐ Internship
- ☐ Clinical Placement
- ☐ Practicum
- ☐ Service Learning
- ☐ Community Service

- ☐ Civic Engagement
- ☐ Creative Works/Senior Project
- ☐ Research
- ☒ Entrepreneurship
   (program, class, project)

**K.** <u>TEXTS</u>:

None

**L.** REFERENCES:

None

**M.** EQUIPMENT: **None** ☐   **Needed:** Esports Arena NS 133

**N.** GRADING METHOD: A-F

**O.** SUGGESTED MEASUREMENT CRITERIA/METHODS:

**Assignments, Project, Participation, Event Survey**

**P.** DETAILED COURSE OUTLINE:

**I. Introduction to Esports Event Management**
   - **A. History of Esports Events**
   - **B. Contemporary Esports Events**
   - **C. Project Expectations**
   - **D. Professional vs. Amateur/Recreational Esports Events**

**II. Esports Event Planning**
   - **A. Event Mission, Goals, and Objectives**
   - **B. Facilities**
   - **C. Staff**
   - **D. Logistics**
   - **E. Budget**
   - **F. Project Timeline**

Q.     LABORATORY OUTLINE:  **None** ☒  **Yes** ☐