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

MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
ESPT 404 – ESPORTS CAPSTONE

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: Esports Capstone

B.   COURSE NUMBER: ESPT 404

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 multidisciplinary capstone course integrates materials from business, sports management, and Esports management courses to allow students to gain practical skills and knowledge of the Esports industry and the role Esports managers have within the industry. Students analyze and evaluate advanced issues related to governance, innovation, marketing, and management of Esports. Students also study contemporary challenges by incorporating knowledge gained through business and Esports management courses and required readings.

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

ESPT 301 and 90 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

Examine advanced issues in Esports management	Demonstrate the ability to conceptualize, apply, analyze, synthesize, and evaluate information and theory		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
Examine contemporary developments in Esports management	Demonstrate the ability to conceptualize, apply, analyze, synthesize, and evaluate information and theory		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
Assess current trends in Esports management through research and analysis and present findings	Demonstrate effective oral and written communication skills.		1-Comm Skills ISLO ISLO	W Subsets Subsets Subsets
Synthesize and evaluate scholarly articles related to the advanced topics in Esports management.	Demonstrate effective oral and written communication skills		1-Comm Skills ISLO ISLO	O None Subsets Subsets
Integrate program knowledge and be able to problem solve current Esports management issues and challenges through case studies and research paper project.	Demonstrate possession of knowledge of the professional and ethical standards applicable in Esports gaming and Esports management		4-Soc Respons 5-Ind, Prof, Disc, Know Skills ISLO	ER Subsets Subsets Subsets
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KEY	**Institutional Student Learning Outcomes [ISLO 1 – 5]**

ISLO #	ISLO & Subsets
1	**Communication Skills** Oral [O], Written [W]
2	**Critical Thinking** *Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]*
3	**Foundational Skills** *Information Management [IM], Quantitative Lit,/Reasoning [QTR]*
4	**Social Responsibility** *Ethical Reasoning [ER], Global Learning [GL], 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   ☐ Civic Engagement
☐ Internship   ☐ Creative Works/Senior Project
☐ Clinical Placement   ☒ Research
☐ Practicum   ☐ Entrepreneurship
☐ Service Learning   (program, class, project)
☐ Community Service

K.   <u>TEXTS</u>:

L.   REFERENCES:

M.   EQUIPMENT: **None** ☐   **Needed:**

N.   GRADING METHOD:

O.   SUGGESTED MEASUREMENT CRITERIA/METHODS:

P.   DETAILED COURSE OUTLINE:

I. Leadership and Management:
        A. Contemporary Models of Leadership in Esports Management

II. Strategic Planning and the value of SWOT Analysis in Esports Management:

A. Importance of Strategic Planning Process
    B. Internal and External Environment Analysis
    C. Strategic Plan Outline
    D. Mission, Objectives, and SMART Goals

III. ESports Marketing
    A. STP Marketing
    B. Esports Advertising, Sponsorships, and Partnerships
    C. Brand Development
    D. Brand Communities and Audience Engagement

IV. ESports Industry
    A. Esports Events, Titles, Publishers, Teams, Players, Content Creators, Communities, and Competition
    B. Esports media and Broadcasters
    C. Management Structure of Esports Organizations

V. The Future of Esports
    A. Careers in Esports
    B. Challenges and Opportunities

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