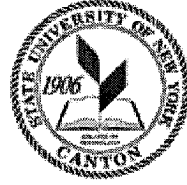


**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**MASTER SYLLABUS**

**ESPT 100 – INTRODUCTION TO ESPORTS MANAGEMENT**

**Created by: Nicholas C. Kocher**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS  
FALL 2018**

A. **TITLE:** Introduction to eSports Management

B. **COURSE NUMBER:** ESPT 100

C. **CREDIT HOURS:** Three lecture hours per week for 15 weeks (3 credits)

D. **WRITING INTENSIVE COURSE:** No

E. **GER CATEGORY:** None

F. **SEMESTER(S) OFFERED:** Fall

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/CO-REQUISITES:**

a. Pre-requisite(s): None

b. Co-requisite(s): None

c. Pre- or co-requisite(s): None

I. **STUDENT LEARNING OUTCOMES:**

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>PSLO</u></b>	<b><u>GER</u></b>	<b><u>ISLO</u></b>
a. Define eSports and compare & contrast with traditional sports	1	none	5
b. Identify the characteristics of effective eSports management	2	none	5
c. Examine the functional areas of management and their role in eSports management.	2 4	none	5
d. Examine the structure and key stakeholders in the global eSports Industry	2 8	none	5
e. Identify legal and ethical issues in the eSports industry	4	none	4 [ER]
f. Explore career opportunities in the eSports industry	1	none	5

<b>KEY</b>	<b><u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u></b>
<b>ISLO #</b>	<b>ISLO &amp; Subsets</b>
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]

2	<b>Critical Thinking</b> <i>Critical Analysis [CA] , Inquiry &amp; Analysis [IA] , Problem Solving [PS]</i>
3	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

J. **APPLIED LEARNING COMPONENT:** Yes \_\_\_\_\_ No x \_\_\_\_\_

K. **TEXTS:**

L. **REFERENCES:** none

M. **EQUIPMENT:** 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