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
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: 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:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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<tbody>
<tr>
<td>a. Define Esports and compare &amp; contrast with traditional sports</td>
<td>1</td>
<td>2-Crit Think</td>
<td>IA Subsets</td>
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(see key below)
<table>
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<tr>
<th>ISLO #</th>
<th>ISLO &amp; Subsets</th>
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| 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] |
Social Responsibility
Ethical Reasoning [ER], Global Learning [GL],
Intercultural Knowledge [IK], Teamwork [T]

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. 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 ☐