

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



MASTER SYLLABUS

**COURSE NUMBER – COURSE NAME
ESPT 404 – ESports Capstone**

Created by: Marela Fiacco

Updated by:

School of Business and Liberal Arts

Department: Business

Semester/Year: Fall 2018

A. **TITLE:** ESports Capstone

B. **COURSE NUMBER:** ESPT 404

C. **CREDIT HOURS:** 3 credit hour(s) per week for 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, sports, and esports management courses and required readings.

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

a. Pre-requisite(s): Completion of a minimum of 90 credits in the Bachelor of ESports Management degree 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:

<u>Course Student Learning Outcome</u> <i>[SLO]</i>	<u>Program Student Learning Outcome</u> <i>[PSLO]</i>	<u>GER</u> <i>[If Applicable]</i>	<u>ISLO & SUBSETS</u>	
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 scholarly research.	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	W Subsets 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		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets

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

K. **TEXTS:**

None

L. **REFERENCES:**

Esports: The Complete Guide 17/18: A guide for gamers, teams, organisations and other entities in, or looking to get into the space. By Naeem, Shabir

M. **EQUIPMENT:** None Needed:

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

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

Assignments, discussions, and final research project will be used to measure course students learning outcomes.

P. **DETAILED COURSE OUTLINE:**

I. Leadership and Management:

A. Contemporary models of leadership and leadership styles

II. Strategic Planning and the value of SWOT Analysis:

A. Importance of strategic planning process

B. Internal and external environment in providing strategic direction

C. Strategic plan outline

III. ESports Markets

A. Market segmentation, size, and growth

B. ESports Advertising, sponsorships, and revenue

IV. Strategic Management of Human Resource:

A. Factors affecting communication

B. Motivation, training, and development

V. ESports Industry

A. ESports events, titles, game publishers, teams, players, and competition

B. ESports media and broadcasters

VI. The Future of ESports

A. Careers in ESports

B. Challenges and opportunities

Q. LABORATORY OUTLINE: None Yes