

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



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME

ESPT 404 – Advanced Esports Management

CIP Code: 52.9999

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>

or reach out to Sarah Todd at todds@canton.edu

Created by: Nicholas C Kocher

Updated by:

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS
SPRING 2025**

- A. TITLE: Advanced Esports Management
- 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 Week
 Other per Week

Course Length (# of Weeks): 15

- D. WRITING INTENSIVE COURSE: No

- E. GER CATEGORY: None

- F. SEMESTER(S) OFFERED: Spring

- G. COURSE DESCRIPTION:

This multidisciplinary course integrates concepts from Business, Management, and Esports Management. Students apply the skills acquired in their core Esports and Business Management coursework to develop a strategy for the formation of an Esports entity. Students analyze and evaluate advanced issues in governance, innovation, marketing, management, and Esports technology faced by contemporary Esports organizations. The course culminates in the production of a branded Esports event.

- H. PRE-REQUISITES: ESPT 308 and 90 credits earned; or permission of instructor
 CO-REQUISITES: None

- I. STUDENT LEARNING OUTCOMES:

<u>Course Student Learning Outcome [SLO]</u>	<u>PSLO</u>	<u>GER</u>	<u>ISLO</u>
a. Examine advanced issues in Esports management.	Apply critical analysis to the theory and practice of Esports gaming and Esports management.		2 [CA]
b. Analyze and Implement industry best practices in the planning generation of an Esports Strategy	Apply critical analysis to the theory and practice of eSports gaming and eSports management.		2 [CA]
c. Integrate program knowledge and be able to problem solve current esports	Demonstrate proficiency in		5

management issues and challenges.	Esports Management		
d. Generate a brand strategy for a hypothetical Esports entity.	Demonstrate proficiency in Esports Management		5
e. Secure and deploy resources required to produce an eSports event	Demonstrate proficiency in Esports Management		5
f. Plan and produce a branded Esports event.	Demonstrate Esports management knowledge to work efficiently in team setting.		4 [T] 5

KEY	<u>Institutional Student Learning Outcomes</u> <u>[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

J. APPLIED LEARNING COMPONENT: Yes__x__ No____

If Yes, select one or more of the following categories:

Classroom/Lab_x__
 Internship____
 Clinical Practicum____
 Practicum____
 Service Learning____
 Community Service____

Civic Engagement____
 Creative Works/Senior Project____
 Research____
 Entrepreneurship_x__
 (program, class, project)

- K. TEXTS: None
- L. REFERENCES: None
- M. EQUIPMENT: Esports Arena NS 133 (or computer lab)
- N. GRADING METHOD: A-F
- O. SUGGESTED MEASUREMENT CRITERIA/METHODS:
Assignments, Class Participation, Strategic Plan Report, and Esports Event Production
- P. DETAILED COURSE OUTLINE:
 - I. Leadership and Management
 - A. Contemporary Models of Leadership in Esports Management
 - B. Management Functions in Esports Management
 - C. Types of Management Structures in Esports Management
 - II. Strategy Development
 - A. Importance of Strategic Planning Process
 - B. Mission, Objectives, Goals (SMART)
 - C. SWOT Analysis
 - D. Strategic Plan Outline
 - E. Content
 - III. Esports Marketing
 - a. The Marketing Mix
 - b. STP Marketing
 - c. Brand Development
 - d. Esports Advertising, Sponsorships, and Partnerships
 - e. Brand Communities and Audience Engagement
 - f. Esports Public Relations
 - IV. Contemporary Esports Industry
 - a. Esports Events, Titles, Publishers, Teams, Players, Content Creators, Communities, and Competition
 - b. Esports Media and Broadcasting
 - V. Esports Event Production
 - a. Event Planning
 - b. Event Strategy
 - c. Run of Show
 - d. Event Administration
 - e. Event Promotion
 - f. Event Production
 - g. Performance Metrics
 - h. Post-Event Evaluation and Communication
- Q. LABORATORY OUTLINE: None



COLLEGE OF TECHNOLOGY at CANTON
CURRICULAR CHANGE REQUEST

Date: 03/01/2024

PART I Please indicate proposed change:

☐ Curriculum of Program Change....Name and number

☐ New Course.....*Proposed* Name and number:

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☒ Change in current course.....Name and number: HIST 101: Europe to 1815; HIST 102: Europe since 1815;
HIST 106: World History to 1500; HIST 310: European City in the Industrial Age; HIST 320: Twentieth-Century Europe;

☐ Change in name or number to

☐ Change in course content and/or credit hours

☐ Deletion of course

☐ Change of CIP Code to *Note: Only required for courses where the content has been substantially changed.*

☒ Other curricular item

☐ Submit for General Education Approval for

School: School of Business and Liberal Arts

Department: Social Sciences Curriculum: Liberal Arts: History Discipline

Initiated by: Dr. Jennifer Sovde

Proposed Implementation Date (Semester & Year): Fall ☒ 2024 Spring ☐

PART II Procedure Checklist: (See Policy & Procedures Manual Section 301.3)

Action:

A. Department Recommendation to School Dean
(Department Chair Signature) Maureen P. Maiocco
Date: 03-28-2024

B. Approval by the School Dean
(School Dean Signature) Kirk Jones
Date: 4/8/2024

C. Consultation with all other Schools
(Deans' Signatures)

Michele A. Snyder
Date: 4/15/2024

Michael J. Newtown
Date: 4.15.24

D. Curriculum Committee Recommendation _____ Date: _____
Transmitted to Faculty Affairs Committee (Curriculum Committee Chair)

E. Transmitted to Faculty Assembly for _____ Date: _____
Action for Returned to Committee (Faculty Affairs Chair)

F. Transmitted to Vice President for Academic _____ Date: _____
Affairs or Returned to Committee (Presiding Officer)

PART III (Respond to each below by number)

1. Statement of Proposed Change (Include course names and numbers)

Attach course outline, new curriculum worksheet, Gen Ed requirement checklist, and/or other relevant information):

The following courses were all affected by the change in the SUNY GERs including the elimination of the old GER 5-Western Civilization and the change of the old GER 6: World History and Civilizations to GER 10. The following master syllabi have been updated to reflect the change in these GER numbers. All ISLOs have also been reduced to one ISLO per course:

HIST 101: Europe to 1815

HIST 102: Europe since 1815

HIST 106: World History to 1500

HIST 310: European City in the Industrial Age

HIST 320: Twentieth-Century Europe

2. Rationale: Change to SUNY GERs

3. Impact: (Other curricula, staffing, costs, equipment, computer services, library, etc.)

None

4. Do any SUNY institutions have a course that equates to this course? If so, please indicate which SUNY(s) and which course(s) will equate. (*this information is required to update our Admissions Transfer Database*)

SUNY Institution	Equivalent Course
n/a	

PART IV General Education Assessment

1. If submitting a course for GER approval, provide a sample GER assessment plan for the course.

All courses already had GER designation under the old numbering system, this change simply updates the GER numbers to reflect current GERs.

Curricular Change Request must be submitted to the School Dean by November 15 and to the Committee by December 1 for Fall Semester implementation; and to the School Dean by April 15 and to the Committee by May 1 for Spring Semester implementation.

Fall 2020 - rlc