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?y=55 or reach out to Sarah Todd at todds@canton.edu

Created by: Nicholas C Kocher
Updated by:
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:

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

| 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 |

<table>
<thead>
<tr>
<th>KEY</th>
<th>Institutional Student Learning Outcomes [ISLO 1 – 5]</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISLO #</td>
<td>ISLO &amp; Subsets</td>
</tr>
</tbody>
</table>
| 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 |

**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:
- ☐ CIP Code: 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
- ☑ 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 Science 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
   Transmitted to Faculty Affairs Committee Date: _____
   (Curriculum Committee Chair)

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

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

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)

<table>
<thead>
<tr>
<th>SUNY Institution</th>
<th>Equivalent Course</th>
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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