



Minor in Esports Management

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Program Description

The minor in esports management is designed for students who are interested in pursuing careers in the growing and dynamic field of esports. This program will provide students with a comprehensive understanding of the esports industry and the skills necessary to manage esports teams, events, and organizations.

The curriculum for this minor will cover a range of topics, including the history and evolution of esports, the business of esports, event planning and management, player management, marketing and branding, and legal and ethical considerations in esports. Students will also have the opportunity to gain hands-on experience through internships and other experiential learning opportunities.

Upon completion of this minor, students will be well-prepared for careers in esports management, including positions as team managers, event coordinators, marketing and branding specialists, and legal and regulatory professionals. They will also be equipped with the skills and knowledge necessary to navigate the rapidly changing landscape of the esports industry and to help shape its future.

Overall, this minor in esports management will provide students with a unique and valuable set of skills that will prepare them for success in one of the most exciting and fast-growing industries in the world today.

PROGRAM GOALS

1. Develop an understanding of the history and evolution of esports, including its origins, major milestones, and current state.
2. Develop knowledge and skills in the business aspects of esports, including event planning and management, financial management, sponsorship, and branding.
3. Develop an understanding of player management and team dynamics, including the importance of team culture, communication, and leadership.
4. Gain experience in applying ethical and legal principles to esports management, including issues related to intellectual property, privacy, and fair play.
5. Develop critical thinking and problem-solving skills through case studies and experiential learning opportunities, such as internships or managing an esports team or event.

COURSES

The minor in esports management requires 12 hours. Courses in the esports management minor include the following:

- [SET 370 Esports: A Global Phenomenon](#)
- [SET 371 Esports Coaching Methodology](#)
- [SET 372 Esports Administration](#)
- [SET 373 Esports Facilities and Event Management](#)

Course Descriptions

[SET 370 Esports: A Global Phenomenon](#). In this course, students will learn about the esports ecosystem and its developing industry, competitive gaming as a career, and the role of coaches and management professionals in the industry.

[SET 371 Esports Coaching Methodology](#). Becoming a quality coach requires the development of proficiency across several functional areas. Developing into a coach that can oversee a comprehensive esports program requires a systematic integration of academic study and front-line coaching experience. This course is designed to provide that systematic process of incorporating practical esports coaching experience with formal educational course material. Students will examine the six primary functions of a quality coach (Set the Vision, Shape the Environment, Build Relationships, Conduct Practices and Structure Competition, Read & React to the Field, and Learn & Reflect) from the perspective of their specific esports context (game title, developmental level of athletes, structural and social supports). Students will develop their personal Envision (Plan), Enact (Implement), Evaluate (Review), and Enhance.

[SET 372 Esports Administration](#). This course is designed to provide students with an overview of the administration, organization, management, and marketing principles applicable to the development and growth of an esports program.

[SET 373 Esports Facilities and Event Management](#). This course provides a comprehensive look at what it takes to produce a successful esports event from conception to fruition to evaluation. Students will learn the principles of planning, marketing, producing, and evaluating events and facilities, while applying these concepts to the unique aspects of esports.

PROGRAMMATIC OUTCOMES:

Students will develop the following outcomes:

1. Students will be able to analyze and evaluate the history, trends, and future directions of the esports industry, including its impact on popular culture and the broader entertainment industry.
2. Students will be able to demonstrate an understanding of the business aspects of esports, including sponsorship, marketing, and branding, and apply these concepts to real-world situations in esports organizations.
3. Students will be able to manage esports teams, events, and organizations, including developing and executing effective strategies, creating budgets, and overseeing operations.
4. Students will be able to identify and apply ethical and legal principles to esports management, including issues related to intellectual property, privacy, and fair play.
5. Students will be able to communicate effectively, both verbally and in writing, and work collaboratively with diverse teams and stakeholders in the esports industry, including players, coaches, sponsors, and fans.