

B.B.A. Esports & Gaming Administration

The Esports and Gaming Administration degree educates students about the nuances of the gaming industry. It seeks to address gaps in the traditional business education that - if addressed - would result in graduates who are significantly more employable within the games industry. Specifically, in addition to general business administration, this program teaches 1) the process by which games are made, 2) the go-to market strategies typical of the industry, and 3) a clearer understanding of the various elements that come together for a successful esports event or league.

General Education Requirements for all Bachelor's degrees

Quality Enhancement Plan (QEP) Requirement

Business Core Courses

Required of all BBA students.

**BUAD 202 is required of all Freshman BBA majors. Junior level transfer students may substitute a business elective for this class with approval from their advisor. Southwestern students who are changing from another major to a BBA are also required to take BUAD 202 unless their advisor recommends an alternative.*

Item #	Title	credits
ACCT 211	Accounting Principles I	3
ACCT 212	Accounting Principles II	3
BUAD 202	Introduction to Contemporary Business	3
BUAD 211	Profiles of Entrepreneurship	3
BUAD 270	Management Information Systems	3
BUAD 301	Principles of Management	3
BUAD 311	Business Law	3
BUAD 460	Ethics and Business Social Responsibility	3
	BUAD 466 or ECON 401	3
BUAD 472	Business Policies and Strategies	3
ECON 211	Macroeconomics	3
ECON 212	Microeconomics	3
FNCE 321	Business Finance	3
IBUS 319	International Business	3
MKTG 343	Principles of Marketing	3

Esports & Gaming Administration Concentration

Item #	Title	credits
BUAD 232	Introduction to Games	3
BUAD 240	Introduction to Esports Management	3
BUAD 241	Convention, Event and Trade Show Planning	3
BUAD 280	Introduction to Project Management	3
BUAD 332	Distribution of Games	3

Esports & Gaming Administration Concentration Elective

Item #	Title	credits
BUAD 317	Business Communication	3
BUAD 372	Human Resources Management	3
BUAD 423	Organizational Behavior	3
BUAD 453	Cross-Cultural Studies	3
BUAD 492	Business Internship	3-8
MKTG 241	Public Relations	3

Cognate Requirements

BUAD 317 may be taken as an alternative to COMM 111 and also fulfill the communication competency requirement.

Item #	Title	credits
ACCT 317	Cost Accounting	3
COMM 111	Speech	3
CSIS 106	Comprehensive Spreadsheets	3
MATH 141	Introduction to Probability and Statistics	3
	Total credits:	75

Category Descriptions

BUAD 466 or ECON 401

Credits: 3

Item #	Title	credits
BUAD 466	Production and Operations Management	3
ECON 401	Managerial Economics	3