

BUAD 240: Introduction to Esports Management

Intro to Esports Management starts with an introduction to the history of competitive gaming and continues with an exploration of its emerging ecosystem. Students will learn the complexities involved in understanding the dynamics of the esports industry and all of its stakeholders from gamers to billion-dollar media companies. We will dive into each element of this value chain and provide you with insight into the interoperations of all companies included in the landscape of esports.

Students will learn to navigate the structure of esports leagues, teams, players, gaming publishers, tournament operators, media, and affiliate organizations. Relevant projects, market analysis, and critical thinking will be utilized to understand management approaches that have succeeded and failed with recent esports ventures. Students will also learn baseline skills in esports streaming, broadcasting, marketing, public relations, and written communication.

Credits: 3

Program: Business Administration

Semester Offered: Fall, Spring