Curriculum Guide

B.B.A. Esports & Gaming Administration

2023-24

WEBSITE
https://www.swau.edu/academics/esports-and-gaming-administration/

DEPARTMENT PERSONNEL

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Faculty
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The Bachelor of Business Administrations degree (BBA) with a concentration in Esports and Gaming Administration is one of many BBA's offered by Southwestern Adventist University's Department of Business. The goal of the Business Department is to prepare the student for a career in business, guiding them in obtaining the abilities needed to succeed in their chosen area. The student will develop competencies in integrity, research and critical thinking, communications, leadership, & professional skills through classroom instruction and activities, projects, case studies, interaction with professionals from the community, and other methods.

Job Market

Between 2018 and 2019, the number of jobs in esports nearly doubled, growing a staggering 185%. In addition, there are numerous business jobs elsewhere in the games industry, including roles in distribution, event planning, research, sales, and marketing. The explosive growth in esports, and the attendant growth within the games industry which it has fueled, has created a demand for business professionals with a solid understanding of the nuances of the industry.

Job Outlook

Research indicated that between 2018 and 2019, the number of jobs in esports and gaming nearly doubled, growing a staggering 185%. In addition, there are numerous business jobs elsewhere in the games industry including roles in distribution, event planning, research, sales, and marketing. The explosive growth in esports and the attendant growth within the games industry which it has fueled, has created a demand for business professionals with a solid understanding of the nuances of the industry.

Earnings

Esports and gaming administration jobs are still in their infancy and data on earnings is difficult to find. However, some general areas that pertain to many industries were reported by the Bureau of Labor and Statistics. For example, event planners earned a median pay of $50,600 annually in 2019 while Marketing Specialists earned $63,970 and Market Research Analysts earn a median of $63,790 annually.

A bachelor's degree qualifies an individual for most entry-level positions. However, a graduate degree will significantly increase the potential of obtaining many positions as well as earning potential.

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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
	Sub-Total Credits	45

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
	Sub-Total Credits	15

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
	Sub-Total Credits	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
	Sub-Total Credits	12

Sample 4 Year Curriculum

General Education Requirements

To view general education requirements for this major please visit: https://catalog.swau.edu/core-curriculum-for-a-bachelors-degree

First Year First Semester

Item #	Title	Credits
BUAD 202	Introduction to Contemporary Business	3
CSIS 106	Comprehensive Spreadsheets	3
ENGL 121	Freshman Composition	3
UNIV 111	Wellness for Life	2
	Life and Physical Science GE Requirement	4
	Sub-Total Credits	15

First Year Second Semester

Item #	Title	Credits
MATH 141	Introduction to Probability and Statistics	3
	Fine Arts GE Requirement	3
	History GE Requirement	3
	Life and Physical Science GE Requirement	4
	Religion GE Requirement	3
	Sub-Total Credits	16

Second Year First Semester

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
BUAD 232	Introduction to Games	3
ECON 211	Macroeconomics	3
ENGL 220	Research Writing	3
	History GE Requirement	3
	Kinesiology GE Requirement	1
	Sub-Total Credits	16

Second Year Second Semester

Item #	Title	Credits
ACCT 212	Accounting Principles II	3
BUAD 211	Profiles of Entrepreneurship	3
BUAD 240	Introduction to Esports Management	3
BUAD 275	Introduction to Data Analytics	3
ECON 212	Microeconomics	3
	Sub-Total Credits	15

Third Year First Semester

Item #	Title	Credits
BUAD 241	Convention, Event and Trade Show Planning	3
BUAD 270	Management Information Systems	3
BUAD 301	Principles of Management	3
FNCE 321	Business Finance	3
MKTG 343	Principles of Marketing	3
	Kinesiology GE Requirement	1
	Sub-Total Credits	16

Third Year Second Semester

Item #	Title	Credits
BUAD 280	Introduction to Project Management	3
BUAD 311	Business Law	3
BUAD 317	Business Communication	3
	Religion GE Requirement	3
	Literature GE Requirement	3
	Sub-Total Credits	15

Fourth Year First Semester

Item #	Title	Credits
BUAD 332	Distribution of Games	3
BUAD 460	Ethics and Business Social Responsibility	3
BUAD 466	Production and Operations Management	3
IBUS 319	International Business	3
	History GE Requirement	3
	Sub-Total Credits	15

Fourth Year Second Semester

Item #	Title	Credits
BUAD 372	Human Resources Management	3
BUAD 472	Business Policies and Strategies	3
	Business Elective	3
	Business Elective	3
	Religion GE Requirement	3
	Sub-Total Credits	15