

## B.B.A. Esports & Gaming Administration

2020-21

### WEBSITE

<https://www.swau.edu/business>

### DEPARTMENT PERSONNEL

AdventHealth Endowed Chair of  
Business Administration  
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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.

### 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.



## 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 230	History of Game Development	3
BUAD 231	Introduction to Game Design	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	18

## Cognate Requirements

BUAD 317 or COMM 113 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
ENGL 121	Freshman Composition	3
	Religion GE Curriculum Guide	3
UNIV 111	Wellness for Life	2
BUAD 202	Introduction to Contemporary Business	3
	Life and Physical Science GE Curriculum Guide	4
	Sub-Total Credits	15

### First Year Second Semester

Item #	Title	Credits
CSIS 106	Comprehensive Spreadsheets	3
	History GE Curriculum Guide	3
	Fine Arts GE Curriculum Guide	3
	Religion GE Curriculum Guide	3
	Life and Physical Science GE Curriculum Guide	4
	Sub-Total Credits	16

### Second Year First Semester

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
BUAD 270	Management Information Systems	3
ECON 211	Macroeconomics	3
ENGL 220	Research Writing	3
MATH 141	Introduction to Probability and Statistics	3
	Kinesiology GE Curriculum Guide	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 230	History of Game Development	3
ECON 212	Microeconomics	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	15

### Third Year First Semester

Item #	Title	Credits
BUAD 301	Principles of Management	3
FNCE 321	Business Finance	3
MKTG 343	Principles of Marketing	3
	Religion GE Curriculum Guide	3
	Literature GE Curriculum Guide	3
	Kinesiology GE Curriculum Guide	1
	Sub-Total Credits	16

### Third Year Second Semester

Item #	Title	Credits
BUAD 231	Introduction to Game Design	3
BUAD 240	Introduction to Esports Management	3
BUAD 311	Business Law	3
BUAD 317	Business Communication	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	15

### Fourth Year First Semester

Item #	Title	Credits
ACCT 317	Cost Accounting	3
BUAD 241	Convention, Event and Trade Show Planning	3
BUAD 460	Ethics and Business Social Responsibility	3
BUAD 466	Production and Operations Management	3
ECON 401	Managerial Economics	3
IBUS 319	International Business	3
	Sub-Total Credits	18

### Fourth Year Second Semester

Item #	Title	Credits
BUAD 280	Introduction to Project Management	3
BUAD 332	Distribution of Games	3
BUAD 472	Business Policies and Strategies	3
	Religion GE Curriculum Guide	3
	Business Elective	3
	Sub-Total Credits	15