

# 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.

## 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 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

## 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
	<b>Total credits:</b>	<b>75</b>