



### **Course Description**

#### **SPM2164 | The Business of Esports | 3.00 credits**

This course is designed to introduce students to the fundamentals of business and the sources of revenue within the esports industry. Utilizing past business failures and successes within the industry as case studies, the students will learn the best business practices and how to leverage esports revenue sources for success. Additionally, current, and future business trends within esports will be discussed.

### **Course Competencies**

**Competency 1:** The student will list the main sources of esports revenue by:

1. Identifying the key sources of esports revenue
2. Understanding the importance of sponsorship and other techniques in producing successful esports events
3. Comparing and contrasting esports industry revenue sources and individual player revenue sources

**Competency 2:** The student will summarize how each esports revenue source has evolved over time by:

1. Comparing and contrasting past and current esports revenue sources
2. Evaluating the key revenue sources in esports
3. Analyzing a budget of an esports event and determining profitability and sustainability

**Competency 3:** The student will demonstrate how general business practices can be applied in esports by:

1. Discussing planning, managing, financing, investing, marketing, implementation, and evaluation of esports events and competitions
2. Identifying and understanding the key stakeholders in the esports industry
3. Analyzing the role of ethics in esports business in a domestic and global environment

**Competency 4:** The student will distinguish between ineffective and effective business practices in esports by:

1. Describing effective business practices when planning an esports event or competition
2. Discussing challenges related to business practices in esports
3. Identifying best practices to address potential challenges

**Competency 5:** The student will evaluate future esports business trends by:

1. Evaluating the current trends of esports in the public and private sectors
2. Describing the impact of the culture of esports on the opportunities for diversity, inclusiveness, and sportsmanship
3. Analyzing the esports environment to identify opportunities for future growth and development

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Demonstrate knowledge of diverse cultures, including global and historical perspectives