Course Overview & Syllabus

Course Name: Fundamentals of Esports
Management **Course Format:** Online / In-Person
Instructor: Hon. Prof. Frank Sliwka / Alexander Ziska

Course Description

This course provides an examination of the definition, history, industry, academia, and vocations of esports in order to develop fundamental skills and knowledge critical to work in the industry. As such, a comprehensive breakdown of the esports industry is demonstrated, looking particularly at key functions and stakeholders, as well as engaging in conceptual critical analysis of esports for the purpose of developing a flexible grasp of industry activity. Further details are provided in relation to key concerns, considerations, and areas of business activities, such as industry-wide project planning, esports event management, and team operations. Consequently, students will not only learn about the industry, but will also develop transferable and practical skills in business operations.

Course Objectives

By the end of this course, students will be able to:

- Understand the definition and history of esports;
- Explain the ecosystem, structure, and stakeholders of the esports industry;
- Identify factors that can be used to critically evaluate industry trends;
- Understand esports business principles and practices;
- Organise, manage, and evaluate various esports business operations;
- Organise, assemble, and manage the recruitment of esports personnel;
- Outline the nuanced elements of undertaking various esports endeavours;
- Pursue appropriate channels to work in esports.

Evaluation Methods

Class Discussions

- Classes will include discussion about specific topics, the frequency of which is decided at the lecturer's discretion. This may include discussions which are prepared in advance to classes, as well as during the class itself. Engaging with the debate constitutes full points for the student.

Writing Assignments

- Regular writing assignments will be given to you throughout the course. Specific information will be given for each individual assignment, including word count and objectives. Referencing should follow the Harvard format. You can find a quick guide at the following link: https://www.scribbr.co.uk/referencing/harvard-style/

Reading Assignments

- Reading materials will be handed out to students, at the lecturer's discretion. Readings should be done during the specified time period and may be discussed in class. Demonstrating understanding of the material will result in full points for the student.

Attendance and Participation

- Attendance is the percentage of completing all related assignments and work, being present in the classroom, and engaging in classroom activities, such as questions & answers. The related assignments and work include doing preparatory reading and completing all materials that are provided. Late/no attendance is approached on a case-by-case basis, with exemptions for appropriate excuses. Satisfying this criteria is required to achieve the full attendance points.

Final Project

- Throughout the duration of the course, you are going to build a portfolio of journal entries, reflecting on your experience after each section of the curriculum. This can include a critical analysis of your goals in relation to the taught content, with further details and a rubric provided at the commencement of this course. The project will be submitted after the end of the course.

How to Approach Class

As future professionals, students are expected to act professionally. This includes being on time, keeping deadlines, completing work, and a commitment to professional ethics. Due to the nature of this course, attendance in class is extremely important. While in class, students should demonstrate an ethical code of behaviour towards each other, towards the institution, and towards any working staff. Additionally, students should exhibit motivation and evidence of development, as well as a demeanour guided by values such as caring, fairness, honesty, respect, responsibility, and social justice.

Academic Misconduct

Students are expected to maintain the highest standard of academic honesty. We expect students to uphold the fundamental values of honesty, respect, responsibility, and fairness. In particular, a breach of academic honesty and proper conduct is plagiarism. Plagiarism

refers to using the words or ideas of another person, from any source, without the proper citation of the source.

Qualification Details

Following the UK Framework for Higher Education Qualifications (FHEQ), each credit equates to 10 hours of notional learning, which includes taught content led by a lecturer, as well as independent learning. The latter constitutes being an active learner, taking responsibility for your workload, commitments and deadlines, and therefore includes any work that is set outside of the classroom such as readings. This is a 30 credit course and consists of 300 hours of total taught and independent learning. Upon completion of the course, students will be awarded with a certificate equated to FHEQ Level 4.

Course Syllabus

Topic	Focus
Industry Introduction	Definition
	History
	Importance of esports management
Industry Overview	Ecosystem: publishers; tournament organisers; players and teams; brands and advertisers; and media.
Esports vs Sports	Implications and critical analysis of esports' definition
	Conceptual framework of esports
	Implications on working and engaging with the esports industry
Games and Project Planning	Budget and finance
	Pre-production and planning
	Marketing, social media, and promotion
	Legal

Esports Event Management	Logistics
	Technical elements
	Operations
	Broadcasting
Esports Team Operations	Player management and recruiting
	Coaching and training
	Logistics and event planning
	Finance
	Marketing

Have a great time!