GBE229 : Project and Portfolio II: Game Business and Esports

The Project and Portfolio II: Game Business and Esports course builds students' grasp of the distinct business models for game publishing and those for events. They will explore each arena's business objectives, revenue streams, development, and means of fan consumption. In researching specific gaming entities, students will discern how businesses operate or how events are produced and then document and present their findings. They will also recognize the responsibilities and roles involved in the many business operations throughout their chosen study.

Credits 3
Course Length 4 weeks