

GBE4901 : Esports and Gaming Management

Students in the Esports and Gaming Management course will explore the tenets of performance management, team management, and leadership in an esports and gaming environment. The course examines various types of team structures, management strategies and relationships, and corporate cultures. Students will recognize the day-to-day business challenges leadership may encounter, ranging from team support logistics to technology mishaps to managing partnership expectations. They will learn to be adaptable in mitigating management issues while continuing to service business objectives.

Credits 3

Course Length 4 weeks