

GBE349 : Project and Portfolio IV: Game Business and Esports

In Project and Portfolio IV: Game Business and Esports, students will be tasked with developing a clearly defined plan to either host an esports event or launch a new game into the market. After identifying their project and its parameters, they will demonstrate how the event or game will provide added value to a proposed organization and predict the potential response from the organization's stakeholders. Students will outline their venture's objectives, overview, budget, plan, timeline, and criteria for post-event evaluation.

Credits 3

Course Length 4 weeks