

# Game Business and Esports Bachelor of Science

## Degree Type

Bachelor of Science

## Environment

online

## Program Length

108 weeks

## Overview

Game publishers, esports teams, venues, agencies, and organizations in the gaming industry rely on business-minded individuals to support the operation and expansion of their product, service, or team. Business professionals in gaming and esports are able to connect these entities with their consumers, drawing from a wealth of knowledge in gaming culture, technology, revenue streams, and communication tactics. The Game Business & Esports curriculum provides an opportunity for you to examine the business aspects of the gaming industry. You will dive into the publisher, product, and distribution world as well as the esports side of the industry, building experience in community interactions, marketing, events, business development, and digital engagement from all angles of the industry. The curriculum provides exercise in creating digital content and cultivates your understanding of how different gaming communities engage through digital mediums, including from an international lens. You will learn to identify revenue-generation opportunities and ways to connect them with businesses within the industry. The curriculum navigates through techniques to create social media campaigns, event and team management, and game marketing strategies with a culminating project to implement a targeted esports event.

## Objective

**Bachelor's Objective** The objective of the Game Business & Esports Bachelor of Science degree program is to help you develop and refine skills to support the business side of the gaming industry, which includes community engagement, event and operations management, and strategic marketing. This degree program focuses on ways that gaming and esports professionals connect consumers to brands, generate revenue for businesses, and host events for various audiences. You will gain the business acumen to be able to analyze communities and market a brand for various entities across the industry, including game publishers, game developers, event venues, and teams, leagues, and players. You will develop the skill set to create content and campaigns to connect with consumers effectively both domestically and abroad. Completing the Game Business & Esports Bachelor of Science degree program will enable you to pursue both established and emerging professional pathways across the gaming industry.

## Month 1

| Code    | Title                 | Credit Hours |
|---------|-----------------------|--------------|
| GEN1011 | Creative Presentation | 3.0          |

## Month 2

| Code    | Title                 | Credit Hours |
|---------|-----------------------|--------------|
| DEP1013 | Psychology of Play    | 3.0          |
| ENC1101 | English Composition I | 4.0          |

## Month 3

| Code    | Title                               | Credit Hours |
|---------|-------------------------------------|--------------|
| GBE1001 | Introduction to the Gaming Industry | 4.0          |

## Month 4

| Code    | Title                              | Credit Hours |
|---------|------------------------------------|--------------|
| GBE1021 | Introduction to Esports Production | 4.0          |

## Month 5

| Code    | Title                   | Credit Hours |
|---------|-------------------------|--------------|
| VID1555 | Video-Sharing Platforms | 4.0          |
| MCM1203 | New Media Tools         | 4.0          |

## Month 6

| Code    | Title                              | Credit Hours |
|---------|------------------------------------|--------------|
| MCM2416 | Digital Video and Audio Production | 4.0          |

## Month 7

| Code   | Title                      | Credit Hours |
|--------|----------------------------|--------------|
| MKT210 | Introduction to Marketing  | 4.0          |
| MKT163 | Storytelling for Marketing | 3.0          |

## Month 8

| Code    | Title                         | Credit Hours |
|---------|-------------------------------|--------------|
| GBE2001 | Gaming Culture and Engagement | 3.0          |

## Month 9

| Code    | Title   | Credit Hours |
|---------|---|--------------|
| GBE119  | Project and Portfolio I: Game Business and Esports            | 3.0          |
| GBE3111 | Professional Development Seminar I: Game Business and Esports | 1.0          |

## Month 10

| Code    | Title                | Credit Hours |
|---------|----------------------|--------------|
| GBE2501 | Game Business Models | 4.0          |

## Month 11

| Code    | Title  | Credit Hours |
|---------|--|--------------|
| GBE229  | Project and Portfolio II: Game Business and Esports            | 3.0          |
| GBE3222 | Professional Development Seminar II: Game Business and Esports | 1.0          |

## Month 12

| Code    | Title                       | Credit Hours |
|---------|-----------------------------|--------------|
| MKT3014 | Marketing Law and Contracts | 4.0          |

## Month 13

| Code    | Title                             | Credit Hours |
|---------|-----------------------------------|--------------|
| GBE3201 | Gaming Community and Social Media | 4.0          |

## Month 14

| Code   | Title  | Credit Hours |
|--------|--|--------------|
| GBE339 | Project and Portfolio III: Game Business and Esports | 3.0          |

## Month 15

| Code    | Title      | Credit Hours |
|---------|------------|--------------|
| STA3001 | Statistics | 4.0          |

## Month 16

| Code    | Title                           | Credit Hours |
|---------|---------------------------------|--------------|
| SMM3622 | Sports Events and Entertainment | 3.0          |

## Month 17

| Code    | Title                       | Credit Hours |
|---------|-----------------------------|--------------|
| SMM4111 | Business Project Management | 4.0          |
| ENC326  | Professional Writing        | 4.0          |

## Month 18

| Code    | Title                    | Credit Hours |
|---------|--------------------------|--------------|
| GBE4301 | Strategic Game Marketing | 3.0          |

## Month 19

| <b>Code</b> | <b>Title</b>  | <b>Credit Hours</b> |
|-------------|---|---------------------|
| GBE349      | Project and Portfolio IV: Game Business and Esports | 3.0                 |
| PHY3020     | Physical Science                                    | 4.0                 |

## Month 20

| <b>Code</b> | <b>Title</b>     | <b>Credit Hours</b> |
|-------------|------------------|---------------------|
| HUM302      | Cultural Studies | 4.0                 |

## Month 21

| <b>Code</b> | <b>Title</b>          | <b>Credit Hours</b> |
|-------------|-----------------------|---------------------|
| BUL3514     | Intellectual Property | 4.0                 |

## Month 22

| <b>Code</b> | <b>Title</b>                 | <b>Credit Hours</b> |
|-------------|------------------------------|---------------------|
| SMM4561     | Sports Sales and Sponsorship | 4.0                 |

## Month 23

| <b>Code</b> | <b>Title</b>                       | <b>Credit Hours</b> |
|-------------|------------------------------------|---------------------|
| GBE4601     | Global Gaming Business and Esports | 3.0                 |

## Month 24

| <b>Code</b> | <b>Title</b>                           | <b>Credit Hours</b> |
|-------------|--|---------------------|
| MAN3152     | Leadership and Organizational Behavior | 4.0                 |

## Month 25

| <b>Code</b> | <b>Title</b>                                       | <b>Credit Hours</b> |
|-------------|--|---------------------|
| GBE359      | Project and Portfolio V: Game Business and Esports | 3.0                 |

## Month 26

| <b>Code</b> | <b>Title</b>                  | <b>Credit Hours</b> |
|-------------|-------------------------------|---------------------|
| GBE4901     | Esports and Gaming Management | 3.0                 |

## Month 27

| <b>Code</b>               | <b>Title</b>  | <b>Credit Hours</b> |
|---------------------------|---|---------------------|
| GBE469                    | Project and Portfolio VI: Game Business and Esports | 3.0                 |
| CRR4000                   | Career Readiness                                    | 4.0                 |
| <b>Total Credit Hours</b> |   | <b>120</b>          |