

# GBE4601 : Global Gaming Business and Esports

Students in the Global Gaming Business and Esports course will navigate the complexity and diversity of business practices across the international gaming industry. This course explores the variances amid consumers, marketing strategies, and legal and cultural topics within international gaming. Where contracts and licensing may predictably vary from country to country, students will consider how global communities may engage entirely differently with games and adapt business strategies for these cultural contexts. Students will also examine regulations and trending issues in the global growth of gaming and esports.

**Credits** 3

**Course Length** 4 weeks