

Game Business and Esports Bachelor of Science - Campus

Degree Type

Bachelor of Science

Environment

campus

Program Length

80 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
DEP1013	Psychology of Play	3.0

Month 2

Code	Title	Credit Hours
GBE1001	Introduction to the Gaming Industry	4.0
GBE1021	Introduction to Esports Production	4.0

Month 3

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

Month 4

Code	Title	Credit Hours
VID1555	Video-Sharing Platforms	4.0

Month 5

Code	Title	Credit Hours
MCM1203	New Media Tools	4.0

Month 6

Code	Title	Credit Hours
MCM2416	Digital Video and Audio Production	4.0
ENC1101	English Composition I	4.0

Month 7

Code	Title	Credit Hours
GBE2001	Gaming Culture and Engagement	3.0
MGF1213	College Mathematics	4.0

Month 8

Code	Title	Credit Hours
GBE119	Project and Portfolio I: Game Business and Esports	3.0
GBEC111	Professional Development Seminar I: Game Business and Esports	1.0

Month 9

Code	Title	Credit Hours
GBE2501	Game Business Models	4.0
PHY1020	Fundamentals of Physical Science	4.0

Month 10

Code	Title	Credit Hours
GBE229	Project and Portfolio II: Game Business and Esports	3.0
GBEC222	Professional Development Seminar II: Game Business and Esports	1.0

Month 11

Code	Title	Credit Hours
MKT3014	Marketing Law and Contracts	4.0
ENC326	Professional Writing	4.0

Month 12

Code	Title	Credit Hours
GBE3201	Gaming Community and Social Media	4.0

Month 13

Code	Title	Credit Hours
SMM3622	Sports Events and Entertainment	3.0
GBE339	Project and Portfolio III: Game Business and Esports	3.0

Month 14

Code	Title	Credit Hours
SMM4111	Business Project Management	4.0
HUM302	Cultural Studies	4.0

Month 15

Code	Title	Credit Hours
GBE4301	Strategic Game Marketing	3.0

Month 16

Code	Title	Credit Hours
SMM4561	Sports Sales and Sponsorship	4.0
GBE349	Project and Portfolio IV: Game Business and Esports	3.0

Month 17

Code	Title	Credit Hours
GBE4601	Global Gaming Business and Esports	3.0
BUL3514	Intellectual Property	4.0

Month 18

Code	Title	Credit Hours
MAN3152	Leadership and Organizational Behavior	4.0
GBE359	Project and Portfolio V: Game Business and Esports	3.0

Month 19

Code	Title	Credit Hours
GBE4901	Esports and Gaming Management	3.0

Month 20

Code	Title	Credit Hours
GBE469	Project and Portfolio VI: Game Business and Esports	3.0
CRR4000	Career Readiness	4.0
	Total Credit Hours	120

Note: Some specific courses may be offered online. Please see course descriptions for details.