

# Game Business and Esports Bachelor of Science - Online

## 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

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
GBE1001	Introduction to the Gaming Industry	4.0

## Month 4

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
GBE1021	Introduction to Esports Production	4.0

## Month 5

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
VID1555	Video-Sharing Platforms	4.0
MCM1203	New Media Tools	4.0

## Month 6

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCM2416	Digital Video and Audio Production	4.0

## Month 7

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MKT210	Introduction to Marketing	4.0
MKT163	Storytelling for Marketing	3.0

## Month 8

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
GBE2001	Gaming Culture and Engagement	3.0

## Month 9

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
GBE119	Project and Portfolio I: Game Business and Esports	3.0
GBE1111	Professional Development Seminar I: Game Business and Esports	1.0

## Month 10

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
GBE2501	Game Business Models	4.0

## Month 11

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
GBE229	Project and Portfolio II: Game Business and Esports	3.0
GBE2222	Professional Development Seminar II: Game Business and Esports	1.0

## Month 12

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MKT3014	Marketing Law and Contracts	4.0

## Month 13

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
GBE3201	Gaming Community and Social Media	4.0

## Month 14

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
GBE339	Project and Portfolio III: Game Business and Esports	3.0

## Month 15

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MGF1213	College Mathematics	4.0

## Month 16

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
SMM3622	Sports Events and Entertainment	3.0

## Month 17

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
SMM4111	Business Project Management	4.0
ENC326	Professional Writing	4.0

## Month 18

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
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
PHY1020	Fundamentals of 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>