



### **Course Description**

#### **SPM2950 | Esports Management Capstone | 3.00 credits**

This course employs project-based learning to create an opportunity for students to bolster their portfolio. Students will select an area of interest in esports and construct a business plan or other approved project. Key concepts learned in other esports, and business courses will be applied to exhibit the culmination of esports and management knowledge.

### **Course Competencies**

**Competency 1:** The student will discuss the business and management components of esports by:

1. Discussing planning, managing, financing, investing, marketing, implementation, and evaluation of the business of esports.
2. Evaluating key stakeholders in the esports industry.
3. Analyzing the needs of the audience and consumers of the esports industry.

**Competency 2:** The student will implement esports management practices across disciplines and projects by:

1. Evaluating the influence and impact of esports within other disciplines.
2. Analyzing current trends and management challenges relative to esports across various disciplines.
3. Applying management concepts and functions to real-world esports event scenarios.

**Competency 3:** The student will illustrate knowledge of the different elements of a business and/or strategic plan by:

1. Describing the key components of a business/strategic plan.
2. Understanding the fundamental concepts of business management and functional activities in esports business.
3. Evaluating the basic steps required to plan, start and run an esports business.

**Competency 4:** The student will evaluate the structure and operations of esports-related businesses by:

1. Developing a SWOT Analysis on various competitors in the esports business.
2. Identifying challenges related to esports business practices within current case studies and real-world scenarios.
3. Applying best practices to address potential challenges.

**Competency 5:** The student will compose an esports business plan by:

1. Formulating a team and develop preliminary goals for creating a business/ strategic plan within the esports industry.
2. Developing and presenting a business/ strategic plan within the esports industry.
3. Evaluating the challenges presented within the business/strategy plan and identifying best practices to address the challenges

### **Learning Outcomes:**

1. Communication
2. Critical Thinking
3. Cultural / Global Perspective
4. Information Literacy