

ESPORTS AND GAMING ADMINISTRATION

Program Website: Esports and Gaming Administration – Hiram College (<https://www.hiram.edu/academics/undergraduate-studies/undergraduate-programs/esports-and-gaming-administration/>)

This program is designed for students who are interested in sport management but not in management of historically practiced sports. This program addresses the growth in the global esports industry which achieved over 1 billion dollars in revenues in 2021. The number of jobs in esports nearly doubled between 2018-19. The needs in the industry go far beyond gaming and the games themselves. There are numerous jobs in distribution, research, sales, and marketing. In addition, there are tradeshow and contests to organize. Finally, there is a need for managers of esports teams and leagues.

Faculty

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Course Descriptions

Esports and gaming administration majors will also take sport management (SPMT) courses to complete their major.

ESPT courses are offered through LCMC (<https://catalog.hiram.edu/undergraduate/consortial-agreements/>). To register for ESPT courses, refer to the instructions in the comments on the course schedule.

ESPT - Esports and Gaming Administration

ESPT 10100: INTRO TO ESPORTS MGMT: 3 Hour(s)

INTRODUCTION TO ESPORTS MANAGEMENT ~ Between 2018 and 2019, the number of jobs in esports nearly doubled – growing a staggering 185%. In addition, there are numerous business jobs elsewhere in the games industry, including roles in distribution, research, sales, and marketing. The explosive growth in esports – and the attendant growth within the games industry which it has field – has created a demand for business professionals with a solid understanding of the nuances of the industry. This course provides students with an understanding of the complexities specific to managing esports teams and leagues. This course has weekly assignments and includes the option to attend live Zoom class sessions. One weekly 90-minute class session will be scheduled with the instructor during the first week of class.

ESPT 10500: INTRO TO GAMES: 3 Hour(s)

INTRODUCTION TO GAMES ~ Of all the new media forms that have emerged since digital technologies have become ubiquitous in our social and cultural environment, videogames could be described as the form that is most fundamentally “native” to the computer. As a form of entertainment, they have introduced new relationships between audiences/players and the media with which they interact, and present unique challenges to producers, critics and the public at large. There are two broad goals for this course. The first is to provide an overview of digital games as a cultural form. This involves a historical account of their emergence in the mid-twentieth century, an enquiry into theories of play and their relationship to culture, the origins and evolution of game genres, and the changing nature of game-development and the game industry to the present day. The second is to learn contextual and formal methods for the analysis of digital games and gameplay. The coursework involves a number of activities: reading key texts and textbooks relevant to the topic, participating in small-group discussion exercises, occasional quizzes based on reading material, group and individual game history and analysis presentations, and finally a mock-pitch for an original game design. No programming or game design experience is required for this course. This course has weekly assignments and includes the option to attend live Zoom class sessions. One weekly 90-minute class session will be scheduled with the instructor during the first week of class.

ESPT 31000: CONV,EVENT,TRADE SHOW PLANNING: 3 Hour(s)

CONVENTION, EVENT, AND TRADE SHOW PLANNING ~ One of the major ways in which games are marketed to consumers is the convention. Shows like the Tokyo Game Show, PAX and E3 attract audiences ranging from 60,000 - 300,000 and serve as one of the best opportunities for game studios to generate excitement and favorable word-of-mouth for upcoming projects. Successfully executing a company presence at one of these shows requires a working understanding of budgeting, goal-setting, demo creation, logistics, staffing, merchandising, and ROI evaluation, all topics covered in this course. This course has weekly assignments and includes the option to attend live Zoom class sessions. One weekly 90-minute class session will be scheduled with the instructor during the first week of class.

Prerequisite: ESPT 10500

ESPT 40500: DISTRIBUTION OF GAMES: 3 Hour(s)

DISTRIBUTION OF GAMES:THE ROLE OF THE PUBLISHER ~ The role of a publisher in the games industry is to ensure that a game can get in front of its audience successfully. To do that, a publisher must consider a variety of distribution strategies and channels. This course explains the role of a publisher in game distribution and details the various channels by which a game can be distributed. This course has weekly assignments and includes the option to attend live Zoom class sessions. One weekly 90-minute class session will be scheduled with the instructor during the first week of class.

Prerequisite: ESPT 10500 and MKTG 15500

SPMT - Sport Management

SPMT 10100: INTRO TO SPORT MANAGEMENT: 4 Hour(s)

INTRODUCTION TO SPORT MANAGEMENT ~ This course serves as an introduction to the field of sport management, offering a diversity of information pertaining to essential topics in the field of sport administration, including management and marketing principles, amateur and professional sport industry, international sport, facility and event management, sport broadcasting, and career preparation.

SPMT 20100: FACILITY/EVENT MGMT IN SPORT: 4 Hour(s)

FACILITY AND EVENT MANAGEMENT IN SPORT ~ Principles and techniques of planning, operating and managing sport facilities and events. This course will emphasize the principles and concepts of organization and administration including communication, personnel management, management of physical resources, and risk management. This course will examine a variety of sport operations such as indoor stadiums, athletic field complexes, and managing recreation and intramural activities.

SPMT 20200: CAREERS IN SPORT MGMT: 1 Hour(s)

CAREERS IN SPORT MANAGEMENT ~ This course will provide students with information and skills to prepare them for careers in sport management or other related fields by using a guided approach to individual skills discovery and career exploration. Students will develop an academic plan to provide a strong base in the breadth and depth of the field, as well as in their liberal arts coursework, and learn to market their Hiram College experience for their future career plans. Coursework includes participation in class discussions, giving presentations, conducting informational interviews, developing a résumé, and completing other written assignments.

Prerequisite: SPMT 10100

SPMT 22000: PRINCIPLES COACH/LEADERSHIP: 4 Hour(s)

PRINCIPLES OF COACHING AND LEADERSHIP ~ This course is designed for those students preparing to enter a coaching career or be involved in the management and organization of an athletic program. Students will learn guidelines and principles for organizing a successful athletic program. Topics include, but are not limited to developing a coaching philosophy, evaluating theories in motivation, understanding team dynamics, communicating effectively, and improving player performance. This course will also emphasize an awareness of the demands of the coaching profession and explore issues and ethical considerations significant to coaching.

SPMT 24600: THE MEANING OF MOVEMENT:IM: 3 Hour(s)

THE MEANING OF MOVEMENT:IM ~ Grounded in experiences of several forms of physical activity, students in this course will explore ways of understanding and expressing the meaning of engaging in movement. Students critically reflect on different reasons for engaging in movement, the impact of social environment on experiences of movement, and ways of understanding experiences of movement through a variety of mediums ranging from poetry to drawing to reading empirical research.

Core: Interpretive Methods

SPMT 28000: SEM:: 1-4 Hour(s)

SEMINAR ~

SPMT 28100: INDEPENDENT STUDY: 1-4 Hour(s)

INDEPENDENT STUDY ~ Open to all sport management majors with the consent of the instructor. It affords sport management majors the opportunity to design their own course of study in an area that is not currently taught. The independent study normally requires the students to write a research paper.

SPMT 29800: FIELD EXPERIENCE: 1-4 Hour(s)

FIELD EXPERIENCE ~

SPMT 30100: HIST/PHIL OF SPORT IN US: 3 Hour(s)

HISTORY AND PHILOSOPHY OF SPORT IN THE U.S. ~ This course covers the history of sport and physical activity in the United States (1776–present) to understand the field in a broader context. Students will learn how past events and issues influence current beliefs and behaviors as well as common themes permeating throughout sport history (e.g., social and political activism). The philosophy unit of the course will cover philosophical approaches to the practice of physical activity. Students will learn how one's philosophy guides thoughts, emotions, and behaviors about relevant issues such as physical activity lifestyles and career choices.

SPMT 32000: SPORT IN A DIVERSE SOCIETY:UD: 3 Hour(s)

SPORT IN A DIVERSE SOCIETY:UD ~ Sports are an integral part of social life in the U.S. with millions of people growing up playing sports and/or spending countless hours watching them. In many ways, the world of sports is an arena through which we can understand more about our society's dynamics, values, and problems. This three-week course explores the intersections between sport and topics such as race, ethnicity, gender, social class, sexuality, and physical ability. Students will examine population subgroups in their historical context and how those groups have evolved over the years and how they have fared in society. The course will examine these groups from a sociological and legislative standpoint.

Core: Understanding Diversity Home

SPMT 35000: LEGALÐIC ASPECT OF SPORT:ES: 4 Hour(s)

LEGAL AND ETHICAL ASPECTS OF SPORT:ES ~ This course provides an extensive overview of legal principles and ethical issues in sport. The different fields of law and issues (Federal Amendment, torts, contracts, labor relations) as they relate to sport will also be introduced. In addition, the basic philosophical issues concerning ethics and moral reasoning and how these issues relate to sport will be examined. Furthermore, this course is designed to help future sport administrators develop an ethical decision-making process. Potential topics may include concepts of morality, personal philosophy regarding social responsibility, theories of ethics, professional code of ethics, etc. Course restricted to sophomore level and above.

Prerequisite: SPMT 10100

Core: Meaning/Ethics/Soc Responsibil

SPMT 38000: SEM:: 1-4 Hour(s)

SEMINAR ~ Includes various topics or upper-level specialty courses.

SPMT 40500: CONTEMPORARY ISSUES IN SPORT: 3 Hour(s)

CONTEMPORARY ISSUES IN SPORT ~ This course is designed to provide students with an overview of significant issues surrounding the world of sport in today's society. This course is designed to enhance student's comprehension of sport, its place on society, and possible changes it may need in order to maintain a positive future. Arguments for and against the inclusion of sport in our social institutions will be made. Relevant legal issues will also be addressed.

SPMT 48000: SENIOR SEMINAR: 3 Hour(s)

SENIOR SEMINAR ~ This course is the second piece of the capstone experience for the sport management major, and will provide students with the necessary information to integrate their specific area of concentration and internship or research experience into a portfolio and oral presentation as the culmination of the sport management program. The purpose of this course is to allow students to demonstrate achievement in competency areas and to engage in self-reflection and self-evaluation.

Prerequisite: SPMT 48100 (may be taken concurrently) or SPMT 49800 (may be taken concurrently)

SPMT 48100: INDEPENDENT RESEARCH: 1-2 Hour(s)

INDEPENDENT RESEARCH ~ The course is open to sport management majors with junior standing or above with the consent of the department. This affords junior and senior sport management majors the opportunity to design their own course of study in an area that is not currently taught. The independent research course would normally require the student to write a research paper.

SPMT 49800: INTERNSHIP: 1-6 Hour(s)

INTERNSHIP ~ For a complete description of this program students should consult with a member of the sport management faculty.

SPMT 51000: APPLIED SPORT MGMT SKILLS: 3 Hour(s)

APPLIED SPORT MANAGEMENT SKILLS ~ Through this course, students will engage an in-depth analysis of the relationship of sport and management. The study of sport includes sporting goods manufacturers; fitness centers; recreation departments; broadcasting; Little League teams; and high school, NCAA, and professional leagues. The study of management follows the four functions of management: planning, organizing, leading, and controlling. Students also will apply and deepen their knowledge on these topics through engaging in a community-based project with classmates and a nonprofit community sport organization.

SPMT 51500: STRATEGIC SPORT MARKETING: 3 Hour(s)

STRATEGIC SPORT MARKETING ~ This course serves as a broad overview of marketing in the world of sports. Several marketing concepts from the undergraduate level will be emphasized further, such as the marketing mix, consumer behavior, advertising, and target segments. Further analysis of theories related to the concept of sport marketing will be explored. Strategic marketing and the importance of developing an effective marketing research paper will be emphasized.

SPMT 52800: SEM.: 1-4 Hour(s)

SEM:

SPMT 62200: ADVANCED COACHING/LEADERSHIP: 3 Hour(s)

ADVANCED COACHING AND LEADERSHIP ~ This course is designed for those students preparing to enter a coaching career or be involved in the management and organization of an athletic program. Students will learn guidelines and principles for organizing a successful athletic program. Topics include, but are not limited to developing a coaching philosophy, evaluating theories in motivation, understanding team dynamics, communicating effectively, and improving player performance. This course will also emphasize an awareness of the demands of the coaching profession and explore issues and ethical considerations significant to coaching.

Academic Offerings

- Esports and Gaming Administration Major (<https://catalog.hiram.edu/undergraduate/academic-programs/esports/esports-major/>)