Program Information Report

Business & Entrepreneurship

Esports Management (CTMNGE)
Certificate
Program Effective Term: Fall 2024

The certificate in Esports Management is designed for students seeking specialized expertise in the rapidly growing field of esports. This program combines theoretical knowledge with practical skills to prepare students for diverse roles within the esports industry, ranging from management, event coordination and team strategy development.

Major/Area Requirements	(9 credits)
BMG 161 Esports Event Management	3
BMG 163 Introduction to Esports	3
BMG 165 Introduction to Sports and Entertainment Management	3

Minimum Credits Required for the Program: **9**

PROGRAM PROPOSAL FORM

☐ **Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.

☒ **Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

Program Name:	Esports Management	**Program Code:**
Division and Department:	Business & Computer Technologies	
Type of Award:	☐ AA ☐ AS ☐ AAS ☒ Cert. ☐ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp.	CTMNGE
Effective Term/Year:	Fall 2024	**CIP Code:**
Initiator:	Anthony Terry	52.0299

Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	An esports certificate program will cover key aspects of competitive gaming, team dynamics, strategy, and related skills. Below are some key features that will be covered in this certificate program. 1. **Introduction to Esports:** • Overview of the esports industry • History and evolution of competitive gaming • Major esports titles and genres 2. **Game-specific Training:** • In-depth training on popular esports titles (e.g., League of Legends, Dota 2, Counter-Strike: Global Offensive, etc.) • Strategies, tactics, and game mechanics 3. **Team Dynamics and Communication:** • Building and managing an esports team • Communication strategies within a team • Team roles and responsibilities 4. **Tournament and Event Management:** • Understanding esports tournaments and leagues • Event planning and organization • Rules and regulations of competitive gaming 5. **Streaming and Content Creation:** • Introduction to streaming platforms • Basics of content creation for esports • Building a personal brand as a gamer 6. **Legal and Ethical Aspects:** • Understanding contracts and agreements • Intellectual property rights in esports • Fair play and ethical considerations 7. **Sponsorship and Marketing:** • Attracting sponsors and partnerships • Personal and team branding • Marketing strategies for esports professionals 8. **Industry Trends and Emerging Technologies:** • Keeping up-to-date with the latest trends in esports • Exploration of emerging technologies impacting the industry • Adaptation to new game releases and updates 9. **Practical Training and Simulation:**

- Hands-on experience through gaming simulations
- Participation in local tournaments or scrimmage matches
- Real-world application of theoretical knowledge

10. **Networking Opportunities:**
- Connecting with professionals and experts in the esports industry
- Attendance at industry events and conferences

The program will tie into the Esports Arena recently developed on campus. Partnerships can be formed with four-year schools to further collaborate on Esports initiatives.

Need Need for the program with evidence to support the stated need.	The need for an esports certificate program arises from the growing significance and complexity of the esports industry. As competitive gaming continues to gain popularity worldwide, there are several reasons why having a formal certificate program in esports could be beneficial: 1. **Professionalization of the Industry:** • As esports evolves, there is a growing demand for professionals with specialized skills and knowledge. A certificate program can help standardize and professionalize the training of individuals entering the esports industry. 2. **Skill Development:** • Esports involves a unique set of skills, including game-specific expertise, teamwork, communication, and strategic thinking. A certificate program provides a structured framework for developing these skills, ensuring that participants are well-prepared for the competitive gaming environment. 3. **Recognition and Credibility:** • A certificate from a reputable esports program serves as a recognized credential. This can be valuable for individuals seeking employment in esports organizations, as it demonstrates a level of expertise and commitment to the industry. 4. **Career Opportunities:** • The esports industry is multifaceted, with roles ranging from players and coaches to managers, analysts, and content creators. A certificate program can open up diverse career opportunities within the industry, helping individuals identify and pursue their preferred paths. 5. **Industry Standards and Best Practices:** • A well-designed certificate program can establish industry standards and best practices. This ensures that professionals entering the field are equipped with the latest knowledge and adhere to ethical and legal standards in the esports ecosystem. 6. **Networking Opportunities:** • Certificate programs often provide networking opportunities with industry professionals, which can be crucial for career advancement. Connecting with established figures in the esports world can lead to mentorship, job opportunities, and collaborations. 7. **Adaptation to Technological Advances:** • The esports landscape is continually evolving with technological advancements, new game releases, and changing trends. A certificate program can help individuals stay updated on the latest developments and equip them with the skills needed to adapt to emerging technologies. 8. **Global Recognition:** • Esports is a global phenomenon, and a certificate from a recognized program can have international credibility. This is

especially important as esports professionals often participate in global competitions and collaborations.

9. **Promotion of Healthy Practices:**
   - Esports certificate programs can emphasize the importance of physical and mental well-being, promoting healthy gaming habits. This could address concerns related to the potential negative impact of excessive gaming on individuals' health.

10. **Increased Diversity and Inclusion:**
   - A certificate program can contribute to increasing diversity and inclusion within the esports industry by providing a structured pathway for individuals from various backgrounds to enter and excel in the field.

In summary, an esports certificate program addresses the growing demand for skilled professionals in the industry, offering a structured pathway for education, skill development, and career advancement. It helps bridge the gap between the rapidly evolving nature of esports and the need for qualified individuals to contribute to its continued growth.

Program Outcomes/Assessment	Outcomes	Assessment method
State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program. Include assessment methods that will be used to determine the effectiveness of the program.	1. **Construct a comprehensive plan for an event, including scheduling, venue selection, and equipment requirements.** 2. **Recognize the types and genres of Esports as well as key Esports organizations.** 3. **Develop and analyze a case study to practice strategies in managing a sports and entertainment venue.**	1. **Outcome-related project** 2. **Outcome-related multiple-choice test questions** 3. **Case study**

Curriculum	
List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list. Associate degree programs must provide a semester by semester program layout.	**BMG 161 – Esports Event Management (3 credits)** **BMG 163 – Introduction to Esports (3 credits)** **BMG 165 – Introduction to Sports Entertainment Management (3 credits)** **Total: 9 credits**

Budget		START-UP COSTS	ONGOING COSTS	
Specify program costs in the following areas, per academic year:	**Faculty**	$.	$.	
	Training/Travel	.	.	
	Materials/Resources	.	.	
	Facilities/Equipment	.	.	
	Other	.	.	
	TOTALS:	$.	$.	

Program Description for Catalog and Web site	The Certificate in Esports Management is designed for students seeking specialized expertise in the rapidly growing field of esports. This program combines theoretical knowledge with practical skills to prepare students for diverse roles within the esports industry, ranging from management, event coordination and team strategy development.
Program Information	Accreditation/Licensure – N/A Advisors - Advisory Committee - Admission requirements - Articulation agreements - Continuing eligibility requirements -

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Construct a comprehensive plan for an event, including scheduling, venue selection, and equipment requirements.	Outcome-related project	Fall 2026	BMG 161	All
Recognize the types and genres of Esports as well as key Esports organizations.	Outcome-related multiple-choice test questions	Fall 2026	BMG 163	All
Develop and analyze a case study to practice strategies in managing a sports and entertainment venue.	Case study	Fall 2026	BMG 165	All

Scoring and analysis plan:

1.   Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

Departmental exam will be scored using an answer key.

Project and case study will be scored using a departmentally-developed rubric.

2. Indicate the standard of success to be used for this assessment.

70% of the students will score 70% or higher on the outcome-related questions and activities.

3. Indicate who will score and analyze the data.

Departmental faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Doug Waters	Doug Waters	01/08/2024
Dean	Eva Samulski	Eva Samulski	Jan. 8, 2024
Please return completed form to the Office of Curriculum and Assessment (SC 257) or by email to curriculum.assessment@wccnet.edu. Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.			
Curriculum Committee Chair	Randy Van Wagnen	R Van Wagnen	2-9-24
Assessment Committee Chair	Jessica Hale	Jessica Hale	2-10-24
Interim Vice President for Instruction ☐ Approved for Development ☒ Final Approval	Dr. Brandon Tucker		2/12/24
President	Dr. Rose Bellanca	Rose Bellanca	2/13/24
Board Approval			2/27/24

Reviewed by C&A committees on 2/8/24