Washtenaw Community College Comprehensive Report

BMG 161 Esports Event Management
Effective Term: Fall 2024

Course Cover

College: Business and Computer Technologies
Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 161
Org Number: 13200
Full Course Title: Esports Event Management
Transcript Title: Esports Event Management
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog
Reason for Submission: New Course
Change Information:
Rationale: This course will address the growing need for qualified professionals in the esports industry. It offers a unique opportunity for students to gain a deep understanding of the industry, develop the skills required for successful event management, and contribute to the continued growth and success of esports events worldwide. This course will prepare individuals to thrive in an exciting and fast-paced industry where their expertise will be in high demand.
Proposed Start Semester: Fall 2024
Course Description: In this course, students will gain an understanding of the dynamic and rapidly growing field of esports event planning and execution. This course focuses on providing students with the knowledge and skills necessary to plan, organize, and manage esports events. Students will explore the unique aspects of esports as an emerging industry and learn the key principles of event management, including logistics, marketing, and risk assessment. Throughout this course, students will learn the essential skills and knowledge required to plan, promote, and execute successful esports events.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education

Request Course Transfer
Proposed For:
Eastern Michigan University
Other :

Student Learning Outcomes

1. Construct a comprehensive plan for an event, including scheduling, venue selection, and equipment requirements.
    Assessment 1
    Assessment Tool: Outcome-related project
    Assessment Date: Fall 2027
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: All students
    How the assessment will be scored: Rubric
    Standard of success to be used for this assessment: 70% of students will score 70% or higher.
    Who will score and analyze the data: Departmental faculty

2. Develop marketing strategies tailored to esports events, including digital marketing, social media, and influencer partnerships.
    Assessment 1
    Assessment Tool: Event plans project
    Assessment Date: Fall 2027
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: All students
    How the assessment will be scored: Rubric
    Standard of success to be used for this assessment: 70% of students will score 70% or higher.
    Who will score and analyze the data: Departmental faculty

3. Create and analyze budgets for esports events, considering revenue streams and expense categories.
    Assessment 1
    Assessment Tool: Outcome-related project
    Assessment Date: Fall 2027
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: All students
    How the assessment will be scored: Rubric
    Standard of success to be used for this assessment: 70% of students will score 70% or higher.
    Who will score and analyze the data: Departmental faculty

Course Objectives
1. Identify the key components of the esports industry, including games, teams, players, and audience demographics.
2. Develop comprehensive event plans for esports tournaments, including scheduling, format, and venue selection.
3. Develop contingency plans to address common challenges and unforeseen issues that may arise during events.

4. Identify financial aspects of esports event management, including budget creation, revenue sources, and expense control.
5. Develop marketing strategies specific to esports events, including social media, content creation, and sponsorships.
6. Evaluate the impact of branding and promotion in building and maintaining an event's reputation.
7. Implement efficient tournament structures and rules to maintain competitive integrity.
8. Explain the technical aspects of broadcasting esports events, including live streaming platforms, production equipment, and commentary.
9. Explain the role of sponsorships and partnerships in financing esports events.
10. Identify potential risks associated with esports events and implement security measures to protect participants, spectators, and assets.

New Resources for Course

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

Equipment/Facilities
Level I classroom

Reviewer	Action	Date
Faculty Preparer:		
Anthony Terry	*Faculty Preparer*	*Oct 30, 2023*
Department Chair/Area Director:		
Douglas Waters	*Recommend Approval*	*Nov 01, 2023*
Dean:		
Eva Samulski	*Recommend Approval*	*Nov 02, 2023*
Curriculum Committee Chair:		
Randy Van Wagnen	*Recommend Approval*	*Jan 07, 2024*
Assessment Committee Chair:		
Jessica Hale	*Recommend Approval*	*Jan 08, 2024*
Vice President for Instruction:		
Brandon Tucker	*Approve*	*Jan 09, 2024*