

HTM 103 – 01
Introduction to Esports Management
Spring 2023

Monday, Wednesday, Friday 11:00am-11:50am
Bryan Building: Room 216

Instructor: Dr. Erick T Byrd
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Office: Bryan 474
Department Office: Bryan 441



Office Hours: Monday & Wednesday 12:30pm – 2:00pm or by appointment

Course Description:

Overview of the Esports industry and the fundamentals of effective Esports management. Students will explore the history, growth, current management practices, stakeholders, and future of Esports. Students will explore career opportunities in Esports management.

Prerequisites:

None.

Student Learning Outcomes:

Upon successful completion of this course students will be able to:

1. Explain the history and development of eSports into a global commodity
2. Identify major components of the esports industry; explore the roles of each and its inter-relatedness
3. Compare & contrast esports management with traditional sports management
4. Describe kinds of operations, organizations, and management practices in the industry.
5. Identify and describe career opportunities in the esports industry and explore an individual career plan.
6. Analyze current and future trends and their impact on the esports industry.

Text:

An extremely important part of class is for you to be prepared for class. To do this I expect every student to have read all assigned readings before class. This will give you the background and basis for the class discussion and any activities that are associated with the topic. I will review and discuss some of what is in the readings, but I will not directly lecture the reading. Even if I do not cover it in class you are responsible for any information in the readings and could be tested on it. In addition by reading you will be able to ask questions about the topic that you may want more information or clarification about. I understand that reading takes time and I promise that, if I assign you something to read there is a purpose behind it.

Required:

Hedlund, D.P., Fried, G, & Smith, R.C. (2021). Esports Business Management. Human Kinetics.

Assignments

Assignment Format:

All assignments, unless otherwise specified, should be turned in typed, in a 12-point font, 1.5 spaced, and grammatically correct. All margins should be set to 1 inch. All pages should be numbered with your name and the date on the first page. Assignment details can be found on Canvas.

Exam (400 total points)

Throughout the semester there will be 4 exams based on the material covered in the readings, class notes, class activities, guest speakers and class discussions. (SLO 1-6)

Discovery Activities (140 total points)

During the semester you will participate in 14 activities. These include in class discussions, online discussion boards, case studies and guest speakers. (SLO 1-6)

Experiential Education Experience (150 total points)

This assignment group is comprised of 2 assignments. You will select one 2 of 3 experiences (job shadowing, participating in an Esports event or event volunteer) to participate in. You will then complete a reflection form and make a presentation to the class (SLO 1-6)

Checkpoints (210 total points)

Readings, videos, and class discussion make up the bulk of the course content. To assist with understanding the concepts discussed a series of Checkpoints will be done in class. These Waypoints will be related to current and past course material. (SLO 1-6)

Esports Presentation (100 points)

You will be assigned one of the 8 general types of Esports games to research, explore and develop a presentation on. (SLO 1-6)

Late Assignments (Excluding Exams)

All assignments are due at the beginning of class on the date indicated. For every hour that the assignment is late 1% of the possible grade will be deducted from the project's final grade for a maximum of 10% (one letter grade) per day. After 1 week assignments will not be accepted unless prior permission is obtained from the instructor. Late assignments can be turned in to either the instructor's office or box in Bryan 441. Quizzes and exams will not be accepted late.

Academic Integrity Policy

By submitting an assignment, each student is acknowledging their understanding and commitment to the Academic Integrity Policy on all major work for the course. Refer to the following URL:

<https://osrr.uncg.edu/academic-integrity/>.

Accommodations/ADA Statement

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must connect with the Office of Accessibility Resources and Services (OARS) in 215 Elliott University Center, (336)334-5440, oars.uncg.edu.

Religious Obligations Statement

State how you make accommodations and what your policy for advance notification any required make-up work. For more information on UNCG's Religious Obligations policy, visit:

<https://catalog.uncg.edu/academic-regulations-policies/university-policies/>

Attendance Policy for University Sponsored Events

The University recognizes the importance of certain extra-curricular and co-curricular activities (including travel days) that enhance student learning, personal development, and professional growth. Instructors will excuse absences of students for participation in University-sponsored events under the following conditions:

1. Students who expect to miss one or more class meetings due to participation in University-sponsored activities should:
 - a. Notify the instructor(s) at least five class days in advance;
 - b. Arrange to complete all missed work *in advance* of the absence whenever practicable as judged by the instructor(s). When missed work cannot be completed in advance, the instructor(s) should provide students with the opportunity to make up the work. Students should be aware, however, that not all kinds of work can be made up. The instructor(s) have the discretion to deny make-up work if (i) alternative assignments place an unreasonable demand on the instructor, (ii) the original assignment is such that not completing it at the originally assigned time impedes student learning
 - c. Present relevant documentation of participation in a relevant University-sponsored activity to the instructor(s) upon request.

Students who expect to miss more than three class periods of any single course of any kind in a term or more than two consecutive meetings of a laboratory course in order to participate in University-sponsored activities should inform the instructor at the beginning of the course. In the case that the faculty member cannot make reasonable accommodations for make-up work, the student may appropriately be advised to drop the course.

Bryan School Faculty and Student Guidelines

Bryan Faculty and students in this course are expected to adhere to the guidelines stated at this link: <https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf>

Legal Notice for Course Recordings

This course will be recorded so we may archive it for re-broadcast for the online section of this class and for those unable to attend. If you are participating/view webcast (zoom, google chat, etc.) and do not wish to be recorded, please turn off your camera and mute your microphone. You may still use the chat to participate. If you are attending this course in person and do not wish to be recorded, please advise me of that, and all efforts will be made not to record your participation.



Class Schedule
*** Subject to Change**

Welcome to HTM 103. Below you will find the class schedule, which includes topics we will discuss and the assignments that are due along with the readings that should be completed on the particular date. We will make every attempt to stay on schedule during the semester, but there may come a time when the schedule may get adjusted. Any adjustment to assignment due dates will be announced in class. In addition, if necessary adjustments need to be made on exams, those will be announced in class and posted to Canvas. Please make sure that you check Canvas weekly (if not daily) for announcements and posted readings. If at any time, you have a question please let me know. I hope each of you have a great semester.

Date	Topic	Assignment Due	Reading/ Video Due
Monday 1/9	Introduction to Class		
Wednesday 1/11	Introduction to Esports	Discovery Activity 1 (Introductions)	
Friday 1/13	Introduction to Esports	Checkpoint 1	Chapter 1: Introduction to Esports
Monday 1/16	No Class (Holiday)		
Wednesday 1/18	Introduction to Esports	Discovery Activity 2 (Esport v Sport)	
Friday 1/20	Esports Careers	Checkpoint 2	Chapter 14: Esports Careers
Monday 1/23	Esports Careers	Discovery Activity 3 (Careers)	
Wednesday 1/25	Levels of Esports	Checkpoint 3	Chapter 2: Levels of Esports
Friday 1/27	Levels of Esports (Esports Club)	Discovery Activity 4	
Monday 1/30	Levels of Esports		
Wednesday 2/1	Exam 1 Online	Exam 1 Online	
Friday 2/3	Schedule Adjustment (E2 Weekend)		
Monday 2/6	Esports Culture and Issues	Checkpoint 4	Chapter 3: Esports Culture and Issues
Wednesday 2/8	Esports Culture and Issues	Discovery Activity 5	
Friday 2/10	Esports Stakeholders	Checkpoint 5	Chapter 4: Esports Stakeholders
Monday 2/13	Esports Stakeholders	Discovery Activity 6	



Wednesday 2/15	Esports Stakeholders		
Friday 2/17	Esports Governance	Checkpoint 6 Discovery Activity 7	Chapter 5: Esports Governance
Monday 2/20	Exam 2 Online	Exam 2 Online	
Wednesday 2/22	Esports Marketing	Checkpoint 7	Chapter 6: Esports Marketing
Friday 2/24	Esports Marketing	Discovery Activity 8	
Monday 2/27	Esports Sponsorship	Discovery Activity 9 Checkpoint 8	Chapter 7: Esports Sponsorship
Wednesday 3/1	Esports Events	Checkpoint 9	Chapter 8: Esports Events
Friday 3/3	Schedule Adjustment		
Monday 3/6	Spring Break		
Wednesday 3/8	Spring Break		
Friday 3/10	Spring Break		
Monday 3/13	Esports Events (Guest Speaker)	Discovery Activity 10	
Wednesday 3/15	Esports Venues	Checkpoint 10	Chapter 9: Esports Venues
Friday 3/17	Esports Venues		
Monday 3/20	Exam 3 Online	Exam 3 Online	
Wednesday 3/22	Esports Communications	Checkpoint 11	Chapter 10: Esports Communications
Friday 3/24	Esports Communications	Discovery Activity 11	
Monday 3/27	Esports Finance and Economics	Checkpoint 12	Chapter 11: Esports Finance and Economics
Wednesday 3/29	Esports Finance and Economics	Discovery Activity 12	
Friday 3/31	Esports Finance and Economics		
Monday 4/3	Schedule Adjustment Day		
Wednesday 4/5	Esports Law	Checkpoint 13	Chapter 12: Esports Law
Friday 4/7	No Class (Holiday)		
Monday 4/10	Esports Law	Discovery Activity 13	



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Wednesday 4/12	Esports Law		
Friday 4/14	Esports Team and Player Management	Checkpoint 14	Chapter 13: Esports Team and Player Management
Monday 4/17	Esports Team and Player Management	Discovery Activity 14	
Wednesday 4/19	Exam 4 Online	Exam 4 Online	
Friday 4/21	Schedule Adjustment Day	Experiential Education Reflection Due	
Monday 4/24	Experiential Education Presentation	Experiential Education Presentation	
Wednesday 4/26	Experiential Education Presentation	Experiential Education Presentation	
Exam	HTM 103 – Wednesday 5/3 @ 8:00	Final Esport Game Presentations	