ESM 101: Introduction to e-Sport Management

e-Sports is one of the fastest growing industries, attracting 450 million viewers and generating over $1bn in revenue in 2020. This course will introduce you to the history of competitive gaming and will explore its ecosystem. You will learn to navigate Esports leagues, teams, players, publishers, tournament operators, media and affiliate organizations. Furthermore, you'll get firsthand experience in analyzing the space.

Credits: Credits 3
Semester Offered:
Semester Offered
Offered at department discretion