

Minor - eSports

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Minor - eSports Description

From athlete to promoter to technical developer, eSports and alternative sports encompass a broad field that embraces talent from a diversity of disciplines. eSports and alternative sports represent a growing and multibillion dollar industry anchored by entertainment companies and streamers, game developers and producers, entertainment professionals, and athletes. The minor will equip students to contribute in this growing industry with skills from multiple disciplinary areas that are interesting but also transferable to the eSports industry or the wider economy.

Course Requirements

Students are required to complete MGMT 310 - Alternative Sports Management and can choose five courses from the following list:

- MGMT 311 - High Performance Work Teams
- ENT 331 - Social Influencing in Sports
- ENT 386 - Digital Marketing 1
- ENT 387 - Digital Marketing 2
- MGMT 371 or GB 370 - Principles of Management or Entrepreneurship and Management
- MGMT 391 - Organizational Behavior
- Bus 300 - Undergraduate Business Internship - Approved by Department Chair to be relevant.

Other Academic Requirements

Courses used for the eSports minor may not also be used toward major course requirements.

