

Mgmt 310: Alternative Sports Management

Topics include esports sponsorship, athlete management, intellectual property, media rights, esports and culture, and the intersections of law, business, and communications as they relate to the management and regulation of esports. After completing this course, students should be able to do the following: • Organize, assemble, and manage the recruitment of esports personnel, including players, coaches, and support staff • Organize, manage, and evaluate various esports business operations and activities (e.g., marketing, sponsorship, events, venue management, communications, finance and economics, legal issues) • Understand esports business principles and practices • Identify and explain the roles of different stakeholders in the esports industry 3 Credits

Prerequisites

• Pre-requisite: 54 Earned Hours.

Instruction Type(s)

- Lecture: Lecture for Mgmt 310
- Lecture: Web-based Lecture for Mgmt 310

Subject Areas

Business Administration and Management, General

Related Areas

- Business/Managerial Operations, Other
- Logistics, Materials, and Supply Chain Management
- Operations Management and Supervision
- Project Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

