

## Mgmt 310: Alternative Sports Management 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](#)

