Esports Business and Entertainment, B.A.

Degree Offered

- Bachelor of Arts

Nature of the Program

The Esports Business and Entertainment major is a collaborative program housed in the College of Applied Human Sciences. In addition to the esports courses delivered by the College of Intercollegiate Programs, courses focused on sport management are delivered by the College of Applied Human Sciences, courses focused on business are delivered by the Chambers College of Business and Economics, and courses focused on entertainment are delivered by the College of Creative Arts and Media. Courses expose students to esports in contemporary society, in health and wellness, business, governance, marketing, and event management. The programs' skills-based courses allow students to gain hands-on experience in various areas the field.

Admissions for 2026-2027

To be admitted to WVU's Esports Business and Entertainment major, first-time freshman must meet WVU's first-time freshman admission requirements (https://admissions.wvu.edu/how-to-apply/first-time-freshmen/admission-requirements/) for the 2024-25 academic year. Interested in Transferring? Review the transfer admission requirements (https://admissions.wvu.edu/how-to-apply/transfer-students/#anchor-transferreqs).

Major Code: 1205

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. **(**http://registrar.wvu.edu/gef/**)**

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
General Education Foundations		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Curriculum Requirements

Code	Title	Hours
University Requirements		56-59
Esports Business and Entertainment Major Requirements		61-64
Total Hours		120

University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 2, 4, 5, 6 and 7		24

Code	Title	Hours
WVUE 191	First Year Seminar	2
General Electives		30-33
Total Hours		**56-59**

Esports Business and Entertainment Major Requirements

Code	Title	Hours
Esports Core Requirements		
A minimum grade of C- is required in all Esports Core Requirements.		
ESPT 101	Introduction to Esports	3
ESPT 199	Esports Career Exploration	1
ESPT 201	Esports in Contemporary Society	3
ESPT 290	Esports Health and Wellness	3
ESPT 420	Esports Event Management	3
ESPT 480	Esports Senior Capstone: Career Preparation and Readiness	3
ESPT 491	Professional Field Experience	6
SM 310	Esports Business	3
SM 321	Esports Governance	3
SM 322	Esports Marketing	3
or BCOR 350	Principles of Marketing	
STAT 111	Understanding Statistics (GEF 3)	3
Required Area of Emphasis		**12-15**
Select one of the following:		
Esports Business Development (15 Total Hours) [*]		
Esports Marketing (12 Total Hours)		
Required Minor		**15**
Total Hours		**61-64**

[*]

Students pursuing the Esports Business Development area of emphasis will not be eligible to pursue the Entrepreneurship minor.

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)	3	ESPT 201	3
ESPT 101	3	GEF 2	3
ESPT 199	1	GEF 4	3
WVUE 191	2	General Elective	3
GEF 5	3	General Elective	3
GEF 2	3		
	15		15

Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)	3	SM 310	3
ESPT 290	3	Minor Course	3
STAT 111 (GEF 3)	3	Minor Course	3
Minor Course	3	GEF 7	3
GEF 6	3	General Elective	3
	15		15

Third Year

Fall	Hours	Spring	Hours
SM 321	3	SM 322	3
Area of Emphasis Course	3	Area of Emphasis Course	3

Minor Course	3	Area of Emphasis Course	3
General Elective	3	Minor Course	3
General Elective	3	General Elective	3
	15		15

Fourth Year			
Fall	**Hours**	**Spring**	**Hours**
ESPT 420	3	ESPT 491	6
ESPT 480	3	General Elective	3
Area of Emphasis Course	3	General Elective	3
General Elective	3	General Elective	3
General Elective	3		
	15		15

Total credit hours: 120

Areas of Emphasis

Students must select and complete one of the following Areas of Emphasis as part of the Esports Business and Entertainment program.

- Esports Business Development (http://catalog.wvu.edu/undergraduate/intercollegiate/esports/#development)
- Esports Marketing (http://catalog.wvu.edu/undergraduate/intercollegiate/esports/#marketing)
- Health and Peak Performance in Gaming (p. 3)

Esports Business Development Area of Emphasis

The Area of Emphasis in Esports Business Development will provide expertise to students in the Esports Business and Entertainment major in order to become successful entrepreneurs and business owners and/or operators.

Course Requirements: In order to satisfy the requirements of this AOE, students must successfully complete all of the required courses.

Code	Title	Hours
ENTR 440	Small Business Consulting	3
ENTR 460	Entrepreneurship Practicum	3
BCOR 370	Principles of Management	3
MKTG 350	Product and Brand Management	3
ENTR 400	Advanced Concepts in Entrepreneurship	3
Total Hours		15

Esports Marketing Area of Emphasis

The Area of Emphasis in Esports Marketing will provide expertise to students in the Esports Business and Entertainment major in order to increase their ability to market their personal brand, events, reach different target markets, and utilize different media platforms.

Course Requirements: In order to satisfy the requirements of this AOE, students must successfully complete all of the required courses.

Code	Title	Hours
MKTG 315	Buyer Behavior	3
MKTG 325	Marketing Research	3
MKTG 475	Social Media and Marketing	3
MKTG 485	Global Marketing	3
Total Hours		12

Health and Peak Performance in Gaming Area of Emphasis

Code	Title	Hours
SEP 272	Introduction to Sport and Performance Psychology	3
SEP 350	Leadership Theory and Application in Sport	3
SEP 385	Performance Psychology of Teams and Groups	3

SEP 420	Sport and Performance Enhancement	3
Total Hours		12

Degree Progress

- Students must complete each class in the Esports Core with a grade of C- or higher. If a student does not receive a C- in an Esports Core course, they will need to repeat the course to earn a higher grade. The Esports Core does not include minors or AOEs.
- By the end of a student's first year in the major, they must complete ESPT 101 to continue in the major.
- Prior to enrolling in ESPT 290, learners must have successfully completed (received a C- or higher) ESPT 101, ESPT 199 and ESPT 201.
- Students will complete a section of ESPT 491, professional field experience, in the Spring term of their last year.
- Students who do not meet these benchmarks may be removed from the major.

Major Learning Outcomes

ESPORTS BUSINESS AND ENTERTAINMENT

Students will be able to:

- Outline the concepts and skills necessary to be an accomplished leader in the esports and entertainment industries
- Understand current developing sectors and areas of growth within the esports industry and how they affect business decisions
- Demonstrate the ability to engage in civil discourse with peers, colleagues, and key stakeholders in order to successfully complete a task or common goal
- Deconstruct esports positions and careers to determine the necessary skills to successfully complete the roles and responsibilities
- Critically evaluate the operations, procedures, and best practices within the esports and entertainment industries
- Collaborate with peers to create meaningful policies, organize events, and leverage digital media to initiate positive change within esports