

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 Intercollegiate Programs. In addition to the Esports courses delivered by the College of Intercollegiate Programs, courses focused on Sports Management are delivered by the College of Applied Sciences, courses focused on business are delivered by the Chambers College of Business and Economics, and courses focused on Entertainment are delivered by the Reed College of 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.

FACULTY

ESPORTS ACADEMIC PROGRAM DIRECTOR

- Christopher Scroggins - M.S. (James Madison University)
Co-founder of Esports Development and Growth Enterprise (EDGE), helping institutions and companies develop and grow their esports organizations, Co-founder of the National Scholastic Esports League (NSEL).

Admissions

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 2023-24 academic year. Interested in Transferring? Review the transfer admission requirements (<https://admissions.wvu.edu/how-to-apply/transfer-students/#anchor-transferreqs>).

ADMISSION REQUIREMENTS 2024-2025

The Admission Requirements above will be the same for the 2024-2025 Academic Year.

Major Code: 1205

[Click Here to view the Suggested Plan of Study.](#) (p. 2)

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
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
BCOR 310	Esports Business	3
SM 321	Esports Governance	3
SM 322	Esports Marketing	3
or BCOR 350	Principles of Marketing	
STAT 211	Elementary Statistical Inference *	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

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Prerequisite MATH courses may need to be taken prior to enrolling in STAT 211.

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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 MATH 124 *	3
WVUE 191		2 GEF 4	3
GEF 5		3 General Elective	3

GEF 2		3		
		15		15
Second Year				
Fall	Hours		Spring	Hours
ENGL 102 (GEF 1)			3 BCOR 310	3
ESPT 290			3 Minor Course	3
Minor Course			3 Minor Course	3
GEF 6			3 GEF 7	3
STAT 211 (GEF 3)			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 (p. 3)
- Esports Marketing (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 455	Entrepreneurial Opportunity Identification	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

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

Degree Progress

- Students must complete each class in the Esports Core with a C- or better. If a student does not receive a C- in an Esports Core course, they will need to repeat the course for a higher grade. The Esports Core does not include minors or AOE's.
- By the end of the Fall term of an individual's first year in the major, they must complete ESPT 191.
- Prior to moving on to ESPT 290, learners must successfully complete (receive a C- or higher) ESPT 101, ESPT 199 and ESPT 201.
- Students will complete a section of 491 in the Spring term of their last year.

Students who do not meet those benchmarks may be removed from the major.