

IPSM 702 Esports Management

UNLV College of Education

*Spring 2023
3 credit hours*

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COURSE INTRODUCTION

This course examines the history, development, operations, and management of esports players, teams, leagues, events, and competitions. Numerous concerns, considerations, and areas of business activities also receive in-depth focus.

KNOWLEDGE

After completing this course, students should be able to do the following:

- Understand esports business principles and practices.
- Identify and explain the roles of different stakeholders in the esports industry.
- Understand different technology (e.g., hardware, software) used by esports players, teams, leagues, and events.
- Organize, manage, and evaluate various esports business operations and activities (e.g., marketing, sponsorship, events, venue management, communications, finance and economics, legal issues).
- Organize, assemble, and manage the recruitment of esports personnel, including players, coaches, and support staff.
- Assess new opportunities arising in the esports industry.

HOW TO APPROACH CLASS

As future professionals, students are expected to act professionally. This means keeping appointments and being on time. Class absences and tardiness may cause a reduction in your grade. The instructor reserves the right to disenroll a student who fails to attend at least 80% of the scheduled classes. Due to the nature of this course, attendance in class is extremely important because the information to be disseminated in the class cannot be obtained by reading course materials alone.

While in class:

- Demonstrate commitment to professional ethics that influence behaviors toward colleagues, student-athletes, coaches, the university and community
- Exhibit motivation and evidence of development as an administrator or educator
- Exhibit professional demeanor guided by beliefs and attitudes related to values such as caring, fairness, honesty, respect, responsibility and social justice.

REQUIRED TEXTBOOK(S), ETC.

Hedlund, D.P., Fried, G., and Smith III, R.C. 2021. *Esports Business Management*. Champaign, IL: Human Kinetics.

SUPPLEMENTAL RESOURCES

Li, R. 2017. *Good Luck Have Fun: The Rise of Esports*. New York: Skyhorse.

Scholz, T.M. 2019. *Esports Is Business: Management in the World of Competitive Gaming*. Cham, Switzerland: Palgrave Macmillan.

Taylor, T.L. 2015. *Raising the Stakes: E-Sports and the Professionalization of Computer Gaming*. Boston: MIT Press.

ASSIGNMENTS / EVALUATION

Your work in this class will be assessed based on four main categories:

1. **Collaborative activities (25%):** Throughout the semester, weekly class time will include small group activities. In these groups, you will talk through different scenarios and collaborate on potential outcomes. Be sure to take notes! Your groups will submit a short write-up based on these discussions, which will be due by midnight PST prior to the next class.
2. **Presentation (20%):** You will complete one presentation during the semester, on the subject of *your* choosing. For your subject, what piques your interest in the world of esports? Please take care not to repeat the same presentation as a student you precedes you. *However*, you may present on the same subject if you have a different perspective or approach to the subject. If you are unsure, email me and we can figure it out together.

The presentation will be given in a lightning talk format. This is a short, 3-5 minute talk with no more than 3 slides (so ~1 min/slide). Don't be fooled: this can be as difficult, or even more difficult, than a 15-20 minute presentation. You need to prepare and practice for this – you will be cut off at the 5 minute mark, no matter how much you have left to say!

Your presentation week will be selected by random after the first class session, and the presentation schedule will be posted to WebCampus by that evening. All students will have at least 2 weeks to prepare their presentation.

3. **Exams (45% total):** There will be two exams during the course, a midterm exam and a final exam. These exams will be a mix of true-or-false, fill-in-the-blank, short-answer, and multiple-choice questions. One week prior to each exam, the instructor will provide a study sheet that outlines different subjects that will be covered on the exam.
4. **Participation (10%):** Because this is a graduate level course, I expect you to *talk* and actively engage the instructor's lectures – as well as the comments and ideas

brought up by your classmates. Your involvement in the class will be evaluated, so it will be advantageous to be in class every time and to be involved in class discussions or assignments. At the end of the semester, the participation grade will be assigned based on the following criteria: lab efforts; clearly completing course readings; collegiality, respect, and professionalism; participation in class discussions; and contributing during the Q & A section of other students' presentations.

If you have a valid excuse for an absence (legal, medical, interviews, athletics), you will need to email me with subject "IPSM XXX Excused Absence" and then in the message you must include any explanation/documentation. If you do not follow these instructions you will not be excused from that class. I am very understanding that life happens, and sometimes you can't control that. However, I can't be understanding without communication from you.

*****Late Assignments will not be accepted.***

PERFORMANCE ASSESSMENTS

Evaluation summary:

Collaborative activities	25%
Presentation	20%
Midterm exam	20%
Final Exam	25%
<u>Participation</u>	<u>15%</u>
Total	100%

Grading Scale (% of total points):

A+	97-100	B	83-86	C- 72 or lower will result in a failure of the class
A	93-96	B-	80-82	
A-	90-92	C+	77-79	
B+	87-89	C	73-76	

College of Education definition of Plagiarism

The College of Education abides by the policy on academic dishonesty, as described on the Provost's website. This policy defines academic dishonesty in the following way: Academic dishonesty includes, but is not limited to, dishonesty on quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

Plagiarism is a specific type of academic dishonesty that involves claiming credit for work done by others. Plagiarism includes the following:

- Borrowing the organization or ideas of others without acknowledging the original source
- Copying the words of others without putting them in quotation marks and providing a citation
- Handing in a paper or assignment written by someone else as if it were yours
- Copying answers from another person or from the book on a test or homework

In short, if you put your name on work that you did not do, this is plagiarism.

UNLV Policies

Public Health Directives

Face coverings are mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. [UNLV public health directives](https://www.unlv.edu/coronavirus/health-requirements) are found at <https://www.unlv.edu/coronavirus/health-requirements>. Students who do not comply with these directives may be asked to leave the classroom. Refusal to follow the guidelines may result in further disciplinary action according to the [UNLV Code of Student Conduct](https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf), https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf, including being administratively withdrawn from the course.

Academic Misconduct

Academic integrity is a legitimate concern for every member of the University community. We all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy, and are encouraged to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the source(s). See the [Student Conduct Code](https://www.unlv.edu/studentconduct/student-conduct), <https://www.unlv.edu/studentconduct/student-conduct>.

Auditing Classes

Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and other evaluative measures that serve the primary purpose of assigning a grade.

Classroom Conduct

Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn, or of instructors to teach. Use of electronic devices such as pagers, cellular phones, or recording devices, or potentially disruptive devices or activities are only permitted with the prior explicit consent of the instructor. The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative withdrawal of the student from the course.

Copyright

The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will

neither protect nor defend you, nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional [copyright policy information](#) is available at <https://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)

The [UNLV Disability Resource Center](#) (SSC-A, Room 143, <https://www.unlv.edu/drc>, telephone 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to injury, disability, or due to pregnancy should contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours, so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Final Examinations

The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The Final Exam schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the [Final Exam Schedule](#), <https://www.unlv.edu/registrar/calendars>.

Identity Verification in Online Courses

All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus-Canvas.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the [Student Academic Misconduct Policy](#), <https://www.unlv.edu/studentconduct/misconduct/policy>, which states that “acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment” is a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute, and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the [Acceptable Use of Computing and Information Technology Resources Policy](#), <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus-Canvas or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades

The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student’s control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the period indicated, a grade of “F” will be recorded, and the student’s GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the “I” grade.

Library Resources

Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the [Libraries’ Research Consultation](https://guides.library.unlv.edu/appointments/librarian) website, <https://guides.library.unlv.edu/appointments/librarian>. You can also [ask the library staff](https://ask.library.unlv.edu/) questions via chat and text message at <https://ask.library.unlv.edu/>.

Missed Classwork

Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Missed Work policy, under Registration Policies, on the [Academic Policies](https://catalog.unlv.edu/content.php?catoid=29&navoid=7326) webpage, <https://catalog.unlv.edu/content.php?catoid=29&navoid=7326>.

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student provides official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a “Drop one” option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the

intent of the Faculty Senate's policy, and an infringement on the student's right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could be reasonably avoided. There should be a good faith effort by both the instructor and the student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/School Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee.

For purposes of definition, extracurricular activities may include, but are not limited to: academic recruitment activities, competitive intercollegiate athletics, fine arts activities, liberal arts competitions, science and engineering competitions, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

Rebelmail

Rebelmail is UNLV's official email system for students and by University policy, instructors and staff should only send emails to students' Rebelmail accounts. Rebelmail is one of the primary ways in which students receive official University communications, information about deadlines, major Campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Emailing within WebCampus-Canvas is also acceptable.

Tutoring and Coaching

The Academic Success Center (ASC) provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the [ASC website](https://www.unlv.edu/asc), <https://www.unlv.edu/asc>, or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the [Writing Center](https://writingcenter.unlv.edu/), <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3-301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, telephone 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

Diversity Statement

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation. Please see [University Statements and Compliance](https://www.unlv.edu/about/statements-compliance), <https://www.unlv.edu/about/statements-compliance>.

A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another's points of view, acknowledging that there may be disagreements, keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.

Have a great semester!