Introduction to Esport Management
SMT 210.I60
Winter 2021

Number of Credits: 3
Days Class Meets: 3/15/2021- 5/1/21
Meeting Times: 1pm on Mondays & Wednesdays
Location/Venue: Online

Instructor: Dr. David Smith
Contact Phone: 517-990-1393
Contact Email: smithdavidc01@jccmi.edu
Online Office Hours: Mondays & Wednesday

Course Description

This course is designed to explore the various areas of the esport business industry. The course will examine the following areas in esport: business competencies, event management, league operations, fan engagement, coaching, team management, content creation and video production, sponsorship, and broadcasting & streaming. Other areas that will be examined in this course are health promotion and preventative care for esport gamers, influence of media on esport, and the history of esport.

This course will introduce students to career opportunities and business concepts required to manage esport organizations and operations. The industry structure and challenges will also be discussed. This course is intended to provide the foundation knowledge necessary for an entry level career or an upper level course preparation in Sport Management, Business, or Esport Management

Prerequisite(s)
ENG 085 or equivalent

Course Goals
The goals of the course are to fulfill the following Sport Management Program objectives:
1. Apply marketing concepts to the sport business industry.
2. Explain the relevance of historical, ethical, legal, and sociological concepts in the sport business industry.

This will be done through presentations, projects, discussion posts, chapter readings, and interactive activities.

Course Objectives
The Course Objectives and General Education Outcomes (GEOs) established by the JC Board of Trustees, administration, and faculty. These goals are aligned with four-year colleges and universities and reflect input from the professional communities we serve. The course objectives and GEOs guarantee students achieve goals necessary for graduation credit, transferability, and the professional skills needed. The GEOs and course objectives addressed in this class include the following:
GEO 1: Write clearly, concisely and intelligibly
GEO 2: Speak clearly, concisely and intelligibly
GEO 6: Understand aesthetic experience and artistic creativity
GEO 7: Understand and respect the diversity and interdependence of the world's peoples and culture

Course Competencies:
1. Identify the types of organizations that operate in the esport industry
2. Explain the relationship between esport and social areas (e.g., economy, religion, gender, etc.)
3. Describe marketing and management issues in esport
4. Analyze the management of an esport organization within a specific business department.
5. Explain how media has shaped the esport industry.

Learning Outcomes:
The following Learning outcomes will be addressed in this course:
1. Demonstrate knowledge of entry level skills that are required of an esport management professional working in the nonprofit sector of esport
2. Demonstrate knowledge of entry level skills that are required of an esport management professional working in the commercial sector of esport
3. Evaluate the relationship of esport and the daily life of children and young adults
4. Apply decision making skills to a health and wellness issue in esport
5. Demonstrate knowledge of the issues related to coaching an esport team
6. Demonstrate knowledge of the issues related to managing an esport team
7. Demonstrate knowledge of the issues related to managing an esport event
8. Demonstrate knowledge of league operations in esport
9. Apply decision making skills to sponsorship opportunities in esport
10. Evaluate content creation and the media in esport business

Textbook

- Hedlund, D., Fried, G., and Smith, R. (2021) Esports Business Management. Human Kinetics Text Book Zero - The textbook is available in a digital format and may be purchased in the bookstore.

- Text Book Zero. This text is available in a digital format. Please see the links posted on our class Jet Net site. This text is available to rent or purchase in digital format through the JC Bookstore.

Follett Access
- Please review the cost of your required materials to determine the best option for you to purchase your materials.
- For more information on the Follett ACCESS Program, you can view the view the frequently asked questions.

If after reviewing the costs, you choose to opt out, you may do so here: www.jccmi.edu/optout. Please note your opt out selection is for your entire semester schedule. You cannot opt out and opt in to individual courses. And you must opt out by the due date for your first class.

Class Starts On:	Opt Out Date:
January 11, 2021	January 14, 2021
February 15, 2021	February 18, 2021
March 15, 2021	March 18, 2021
March 30, 2021	April 2, 2021

If you have questions about materials, please contact the Jackson College Follett bookstore at jackson@bkstr.com. For account billing questions, please contact the Jackson College Cashier at jccashier@jccmi.edu.

Extras

How do I contact the instructor?

Send an email to smithdavidc01@jccmi.edu and if you want a reply it is necessary to:

1. Use your Jackson College email account. This will help me know that the request came from you. I can't respond to emails that do not originate from your Jackson College email.
2. Put the course name and section in the subject line and include a few words to describe your email (example: SMT 210- Assignment #1 Question)
3. Use a greeting (example: Hi Dr. Smith) and sign the email with your name.
4. Be sure to include a specific question and/or a message with complete information
5. Use proper business etiquette and terminology in all your email communications.
6. Respond to me when you receive the message to ensure the message was delivered and understood.
7. I will normally respond to you within 24 hours.

These are common communication practices that demonstrate good human relation skills and offer opportunities to practice new business skills.

Grading Procedure

Tests/Quizzes	(7 @ 14.3 pts each)	100
Online Assignments & Key Terms/Review Questions	(20 @ 10 pts each)	200
Individual Project & Presentation	(3 @ 100 pts each)	300
Weekly Chat	(7 @ 14.3 pts each	100
In-Class/Online Class Activities/Discussions/Participation	10 @ 10 pts each)	100
TOTAL		800 pts

Note:

- Class attendance and participation in class discussion is expected and absences will affect your final grade.
- The due dates for assignments are non-negotiable and late work may be penalized.
- All assignments are to be professional in appearance and typed, presented, or handwritten clearly to receive full credit.

Grading Scale

GPA	GRADE RANGE
4.0	94-100%
3.5	89-93%
3.0	84-88%
2.5	78-83%
2.0	72-77%
1.5	66-71%
1.0	60-65%
0.5	55-59%
0.0	0-54%

Failure

Any circumstances under which a student could be dismissed from or failed in the course that is not covered in other college publications. In pass/fail courses, a listing of minimal competencies.

Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

Plagiarism

Plagiarism is defined as the failure to give credit for the use of material from outside sources. Plagiarism includes but is not limited to:

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

Cheating

Cheating is defined as obtaining answers/material from an outside source without authorization. Cheating includes, but is not limited to:

- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical
- Allowing your work to be submitted by others

Class behavior that interferes with either the instructor's ability to conduct the class or the ability of students to benefit from the instruction is not acceptable. Students engaging in improper online or in-classroom behavior may have points deducted from their total points in the course, or, if the situation warrants, be referred to the college's committee on student discipline. Whether online or in the classroom, when someone else is talking demonstrate business and sport management professional skills.

Students are expected to maintain the highest standards of academic integrity. Behavior that violates these standards is not acceptable. Examples are the use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student, and any other similar behavior defeats the intent of an examination or other class work.

Cheating on exams, plagiarism, improper acknowledgment of sources in essays, and the use of a single essay or paper in more than one course without permission are considered very serious offenses and shall be grounds for disciplinary action as outlined in the current General Catalog.

Accessibility

Jackson College understands that cultivating a broadly diverse community is crucial to our educational mission and to our foundational commitment to leadership and service. Jackson College is fully committed to ensuring our courses are accessible to everyone including those with disabilities. We are currently working to increase accessibility and usability of our course materials in order to meet or exceed the requirements of Section 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1991 and Web Content Accessibility Guidelines (WCAG) 2.0. For

more information about Jackson College's efforts to ensure accessibility please visit the [Jackson College accessibility web page](#).

If you have an accessibility need in any of our classes please e-mail the Center for Student Success at JCCSS@jccmi.edu or visit the [Center for Student Success web page](#).
At the Center for Student Success (CSS), we are committed to providing all students the opportunity to achieve academic success by providing a variety of support services free of charge to Jackson College students. This includes, but is not limited to, peer and faculty tutoring, mental health referral, temporary assistance with transportation, various workshops/seminars, and the TRIO program.
In addition, the CSS staff is committed to adapting the College's general services to meet the individual needs of otherwise qualified students with disabilities, for the purpose of providing equal access to all programs and facilities.

Course Management
Ways that students can manage their enrollment in a course for special circumstances. Includes withdrawal, and audit and incomplete grading procedures.

Makeup Policy
Ways that students can manage their enrollment in a course for special circumstances. Includes withdrawal, and audit and incomplete grading procedures.

Help
Available learning services or opportunities for students seeking help with their course work. May include information about tutors, learning centers, reserved library materials, counseling services.
Academic Advising
It is important to contact a Center for Student Success professional prior to the start of the semester in order to receive accommodations in a timely manner. While we will make every effort to coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester. Please e-mail JCCSS@jccmi.edu or visit the [Accommodations for Students with Disabilities](#) web page

Student Responsibilities
Requirements beyond scheduled classes or laboratories, e.g., clinicals, extra credit assignments, TBA sessions, field placement, special project instructions, contract learning conditions, study hours required outside class, unscheduled class meetings, attendance at concerts or other required events.

Attendance- Participation Policy
For online sections
Just as in a traditional classroom course, regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams BEFORE the last day they are due. If problems occur, there is time to fix them before the deadline.

In compliance with Federal Title IV funding requirements, as well as college initiatives, I will be monitoring student participation on a regular basis and officially reporting student activity throughout the term to assure compliance with college policy and federal regulations. It is imperative that you log in to the course and actively participate *within the first couple of days of the term* to validate your enrollment in the course. After that, not actively participating in class may result in you being withdrawn from the course. Being withdrawn from a course can have an impact on financial aid, billing, athletic eligibility, and housing status. As a college student you are responsible for how your participation impacts your academic progress; the accountability lies with you.

Your participation and attendance are expected weekly. Attendance is counted by your participation and signing in to JetNet weekly big blue button session and/or Weekly Chat. Your success will depend upon the time you spend in class. JC administration and the federal government require faculty to file attendance regularly. ***Attendance will be taken during each week. It is expected that each student attends every class session. If***

you are absent the first week of the class, you may be dropped. If you are absent for two (2) consecutive class sessions, you may be dropped from the course.

This syllabus may be amended at any point during the semester. Changes to it will be announced in class and students will be responsible for adhering to those changes. Your grade will be based on the points you earn on exams, quizzes, assignments, projects, presentations, and participation. The grade points assigned are estimates and subject to modification. Exact due dates for assignments, tests, exams, etc. will be announced in class and are included on the Assignment Calendar located at the end of this document.

Final Notes:
1. If you are absent from class you are still responsible for all information presented and for turning in, on time, any assignments that are due. It is a good idea to set up one or two "support" class mates to contact for questions and missed information.
2. In the event of a dispute, both students and faculty should follow the JC Conflict Resolution Policy. This policy is in the Student Handbook.
3. Withdrawals from the class must be made prior to the date posted in the current schedule of course offerings. Students who stop attending class without completing and filing a withdrawal form will receive a grade of 0.0.
4. To change from Credit to Audit or Audit to Credit, your request must be completed before the end of the ADD/DROP period for the class.
5. Incomplete grades will generally not be issued. Unscheduled surgery, or similar circumstances, are really the only reasons for requesting an incomplete course grade.
6. CENTER FOR STUDENT SUCCESS offers free tutoring and additional services for academic success
7. Students requiring special assistance, including those affected by the Americans with Disability Act should contact the Center for Student Success. This is the first step in acquiring supportive accommodations to help you with your courses.

Caveat

If Jackson College is to be closed due to weather conditions, local radio stations and the JC web site will announce such closing. It is the personal responsibility of students to evaluate their own conditions and decide whether it is safe enough to travel to and from the campus. Should a class be cancelled, assignments will be due the next

JeTNet:

Weekly Content (Readings, Podcasts, Videos, Blogs, or other content):
Each student is responsible for all content included in the syllabus and assigned each week. This includes podcasts, videos, assignments, and discussions.

Technology (JetNet, Electronic Content):
This course will have a JetNet site, and it is each student's responsibility to master and use the services. In addition, new electronic content will be posted on the JetNet site the day prior to the class.

If you are having difficulty connecting to the course's on-line JetNet, contact Jackson College's Office of Information Technology Help Desk.
Class Procedure
 1. It is the responsibility of the student to prepare for and attend all class meeting sessions and check for online assignment submissions and information.
2. All students are required to upload an answer the weekly chat questions on Wednesdays.
3. Every student is expected to make a positive contribution to the class by joining in the discussions, asking questions or offering pertinent opinions on the subject matter being discussed.
4. When another student or the instructor is presenting or responding to a discussion question be courteous by listening. (please mute your computer to eliminate background noise).

Paper Format (Group Project, Individual Project, Article Review):
Papers must be typed, use 12-point Times New Roman font, and be double-spaced with 1-inch margins all around. (To set margins in Word: From the File menu, choose Page Setup. On the Margins tab, change each margin (top, bottom, left, and right) to 1".) Pages must be numbered. All sources must be formally cited using APA conventions. Guidelines for using APA are accessible by visiting OWL at Purdue (http://owl.english.purdue.edu/owl/resource/560/01/). Grades will be determined largely on content and critical analysis, but spelling, grammar, and conventions will also be considered.

Course Components

KEY TERMS & CHAPTER REVIEW QUESTIONS/ ONLINE ASSIGNMENTS: Students will define key terms from the chapter. They will answer assigned questions at the end of the chapter. The goal is for students to apply the information discussed to real-world situations and concepts presented in the course. These assignments will be made available online through JetNet as well as in class. Key terms/chapter review questions and online assignments are due each Sunday evening by 11:59 pm.

ONLINE DISCUSSION POSTS: Each student will write a discussion post (on JetNet) each week based on the discussion topic, sport management video, article, or question assigned by the instructor. Discussion posts are due each Sunday evening by 11:59 pm.

TESTS/QUIZZES: There will be a pre and post assessment about the SMT 210 course overall.   These assessments will be counted as quizzes and will test the students' initial understanding of information discussed in SMT 210 class as well as what the student learned upon completion of the course. There is also a quiz at the end of each module.

INDIVIDUAL SPORT MANAGEMENT PROJECT: The students will complete an individual esport management project that will require a written submission and a recorded presentation submission. Each student will complete a presentation by creating an esport organization. The final written report and presentation will be due by end of semester.

CLASS DISCUSSIONS/PARTICIPATION/ACTIVITIES: Throughout the semester, students are expected to be prepared to discuss issues relevant to the course and to participate in discussion and other exercises. For these exercises, students will be required to be actively involved to receive credit- i.e. making substantive comments, answering questions, and/or preparing short presentations.

Calendar

Online Assignments & Key Terms/Review Questions will be completed and due by Sunday at 11:59pm of the week it was assigned.

WEEK #	DATE	TOPIC	ASSIGNMENTS/ TEST/COMMENTS
1	3/15/21	**Introduction, Course Overview Introduction to Esport Management Pre- Assessment Quiz** **MODULE 1: Identify the types of organizations that operate in the esport industry** Outcome #1: 　　Demonstrate knowledge of entry level skills that are required of an esport management professional working in the nonprofit sector of esport	**Readings:** Hedlund, Fried, and Smith Ch. 1- Introduction to Esports Hedlund, Fried, and Smith Ch. 2- Levels of Esports
	3/17/21	**MODULE 1: Identify the types of organizations that operate in the esport industry** Outcome #2: 　　Demonstrate knowledge of entry level skills that are required of an esport management professional working in the commercial sector of esport	**Readings:** Hedlund, Fried, and Smith Ch. 14- Esports Careers Hedlund, Fried, and Smith Ch. 4- Esports Stakeholders
2	3/22/21	**MODULE 1: Identify the types of organizations that operate in the esport industry** Outcome #2: 　　Demonstrate knowledge of entry level skills that are required of an esport management professional working in the commercial sector of esport	**Readings:** Hedlund, Fried, and Smith Ch. 14- Esports Careers Hedlund, Fried, and Smith Ch. 4- Esports Stakeholders
	3/24/21	**MODULE 2: Explain the relationship between esport and social areas (e.g., economy, religion, gender, etc.)** Outcome #3: 　　Evaluate the relationship of esport and the daily life of children and young adults	**Readings:** Hedlund, Fried, and Smith Ch. 3- Esports Culture and Issues

3	3/29/21	**MODULE 2: Explain the relationship between esport and social areas (e.g., economy, religion, gender, etc.)** Outcome #3: Evaluate the relationship of esport and the daily life of children and young adults	**Readings:** Hedlund, Fried, and Smith Ch. 3-Esports Culture and Issues
	3/31/21	**MODULE 2: Explain the relationship between esport and social areas (e.g., economy, religion, gender, etc.)** Outcome #4: Apply decision making skills to a health and wellness issue in esport	**Readings:** Hedlund, Fried, and Smith Ch. 3-Esports Culture and Issues
4	4/5/21	**MODULE 3: Describe marketing and management issues in esport** Outcome #5: Demonstrate knowledge of the issues related to coaching an esport team.	**Readings:** Hedlund, Fried, and Smith Ch. 5-Esports Governance
	4/7/21	**MODULE 3: Describe marketing and management issues in esport** Outcome #6: Demonstrate knowledge of the issues related to managing an esport team	**Readings:** Hedlund, Fried, and Smith Ch. 13-Esports Team & Player Management
5	4/12/21	**MODULE 3: Describe marketing and management issues in esport** Outcome #7: Demonstrate knowledge of the issues related to managing an esport event	**Readings:** Hedlund, Fried, and Smith Ch. 8-Esports Events Hedlund, Fried, and Smith Ch. 9-Esports Venues
	4/14/21	**MODULE 4: Analyze the management of an esport organization within a specific business department** Outcome #8: Demonstrate knowledge of league operations in esport	**Readings:** Hedlund, Fried, and Smith Ch. 11-Esports Finance & Economics Hedlund, Fried, and Smith Ch. 12-Esports Law Hedlund, Fried, and Smith Ch. 6-Esports Marketing
6	4/19/21	**MODULE 4: Analyze the management of an esport organization within a specific business department** Outcome #8: Demonstrate knowledge of league operations in esport	**Readings:** Hedlund, Fried, and Smith Ch. 11-Esports Finance & Economics Hedlund, Fried, and Smith Ch. 12-Esports Law Hedlund, Fried, and Smith Ch. 6-Esports Marketing

	4/21/21	**MODULE 5: Explain how media has shaped the esport industry** Outcome #9: Apply decision making skills to sponsorship opportunities in esport	**Readings:** Hedlund, Fried, and Smith Ch. 7- Esports Sponsorship Hedlund, Fried, and Smith Ch. 10- Esports Communication
7	4/26/21	**Quiz- Introduction to Esport Management Post Assessment** **MODULE 5: Explain how media has shaped the esport industry** Outcome #10: Evaluate content creation and the media in esport management	**Readings:** Hedlund, Fried, and Smith Ch. 7- Esports Sponsorship Hedlund, Fried, and Smith Ch. 10- Esports Communication
	4/28/21	**Quiz- Introduction to Esport Management Post Assessment** **MODULE 5: Explain how media has shaped the esport industry** Outcome #10: Evaluate content creation and the media in esport management	**Readings:** Hedlund, Fried, and Smith Ch. 7- Esports Sponsorship Hedlund, Fried, and Smith Ch. 10- Esports Communication
8	5/1/21	**Quiz- Introduction to Esport Management Post Assessment** **Note: Last Day to:** • **Submit Final Written Paper** • **Submit Final Presentation**	**Readings:** None

Disclaimer: The Instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course

Important Dates:

DATE	EVENT
3/8/21-3/14/21	MID SEMESTER BREAK- NO CLASS
DATE	**EVENT**
5/1/21	LAST DAY TO SUBMIT ANY ASSIGNMENT