



# Developing & Proposing an Esports Academic Degree Program at Valparaiso University

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# Prospectus Overview

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- Basic description of the program
- Rationale for the program
- Budget estimate / list of high -level resources needed
- Recruitment value / estimate of demand for the program



# Program Proposal Overview

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- Executive summary
- Introduction
  - Purpose and scope of the proposal
  - Problem or need the proposal addresses
- Background
  - Descriptions of similar programs elsewhere (successes and failures)
  - Discussion of any current or past related programs at VU
- Detailed description of program
  - Contribution to mission
  - Alignment with strategic plan
  - Rationale assessment plan

- Business plan
  - Market analysis and strategy
  - Marketing plan, to include discussion of promotional strategies and costs
  - Financial analysis, to include costs, resources required, staffing and revenue projections, sustainability
  - Time schedule for implementation
- Conclusion
- Attachments
  - Appendixes
  - Bibliography/references

# Introduction



# Define Academic Program Purpose & Scope

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Esports (short for electronic sports) is an organized video gaming competition. In the Esports undergraduate major, students develop skills such as event management, marketing, and public relations from courses in the following departments: communication & visual arts, business, and, of course, kinesiology. The Esports undergraduate program prepares students to gain positions as Esports Coordinators, Coaches, and Game Developers.

# Define Problem or Need the Proposal Addresses

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“According to the [Allied Market Research] report [titled ‘ *Esports industry by Application (Platform, and Service), Streaming Type (Live, and On-demand), Device Type (Smart Phone, Smart TV, Desktop-Laptop-Tablets, Gaming Console), and Revenue Stream (Media Rights, Game Publisher Fee, Sponsorship, Digital Advertisement, Tickets, and Merchandise): Global Opportunity Analysis and Industry Forecast, 2020-2030*’], the global Esports industry garnered \$0.94 billion in 2020, and is expected to generate \$4.75 billion by 2030, witnessing a CAGR [Compound Annual Growth Rate] of 17.5% from 2021 to 2030. ”

**NEED** an academic program that will prepare students to act as leaders in the Esports industry

**Source:** <https://www.prnewswire.com/news-releases/esports-industry-to-reach-4-75-bn-globally-by-2030-at-17-5-cagr-allied-market-research-301467312.html#:~:text=According%20to%20the%20report%2C%20the,17.5%25%20from%202021%20to%202030.&text=res+traints%2C%20and%20opportunities+in+creasing%20in+clination%20toward%20video%20games%20and%20rise%20in%20popularity%20of,of%20the%20global%20Esports%20market.>

# Background



# Market Research

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Intensely reviewed other Esports academic degree program curriculums at the following higher education institutions:

- Shenandoah University
- Lambton College
- Keuka College



# Shenandoah University

- **Esports Management (BS) Program Description**

- “The Esports Management Track of the Bachelor of Science in Esports is designed to prepare individuals for careers in esports management with interscholastic, intercollegiate and professional esports organizations’ esports event organizers, entrepreneurial esports ventures and more.”
- “This program prepares you to be a leader in the field of esports management by providing a robust esports background with a focus in business management.”



- **Program Highlights**

- Internships with major esport and video game companies
- One-of-a-kind experiences through international partnerships
- Hands-on experiences with industry executives

Source: <https://www.su.edu/esports/esports-management-bs/>

# Lambton College



- **Esports Entrepreneurship & Administration Program Description**
  - “The esports industry is growing exponentially every year, attracting new audiences and developing innovative new business models. The Esports Entrepreneurship & Administration program introduces students to this dynamic global industry where business meets passion.”
  - “Through a combination of in-class lectures and experiential learning activities, students gain foundational business knowledge and learn how it is applied to the esports industry. This includes marketing, analytics, tournament and league management, special events management, accounting, and communications.”

- **Program Highlights**
  - Host esports events
  - Create a portfolio of esports-related work
  - Conduct research initiatives with industry research partners like ProGuides & Adamas Esports

Source: <https://www.lambtoncollege.ca/esea/>

# Keuka College

- **Esports Management Program**

- Description**

- “In the Esports Management program, you'll develop the skills associated with Esports operations, such as event management and marketing, broadcasting, content creation, strategic planning, and personnel management.”
- “You'll also have an opportunity to be a member of our Esports Operations team, which produces events that include games such as League of Legends, Hearthstone, NBA2K, and Overwatch.”



- **Program Highlights**

- Integrated Curriculum
- Versatile
- NCAA Division III Team

# Detailed Description of Proposed Program

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# Contribution to Mission

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“Valparaiso University, a community of learning dedicated to excellence and grounded in the Lutheran tradition of scholarship, freedom, and faith, prepares students to lead and serve in both church and society.”

—Valparaiso University Mission Statement

This undergraduate program would contribute to the university’s mission by preparing students to lead and serve. The program has been designed to teach students how they can gain positions post-degree as coaches, administrators, and developers. Each student will have an opportunity to serve in esports roles through an esports experiential learning project.

# Alignment with Strategic Plan

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The university's strategic plan is being finalized as we complete this program proposal. With the current strategic plan and my experience with the strategic planning theme teams, I see that this academic program will satisfy a need as we intend to expand opportunities for our students.

# Rationale Assessment Plan Steps

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1. List student learning objectives (SLOs)
2. Determine outcome measures (OMs)
3. Identify which SLOs meet that measure
4. Write a description of departmental use of data
5. Create assessment activities table

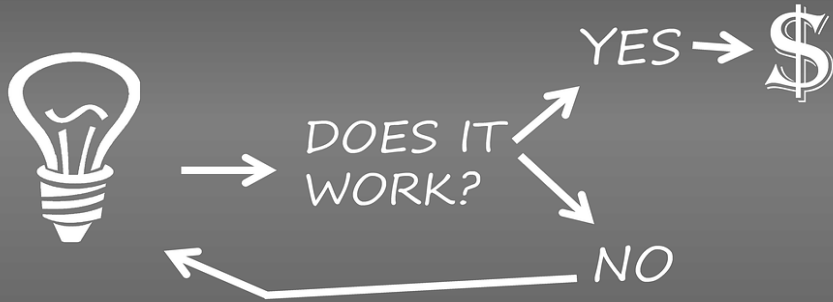
# Example Assessment Activities Table (for Sports Administration graduate program)

This year we assessed SLOs...	...using outcome measures (OMs)	Program-performance findings:	Strategies for improvement:
<p><b>SLO1:</b> Explain the cultural traditions, social values, and psycho-social experiences related to sport.</p>	<p><b>Direct OM(s):</b> KIN 610, KIN 625 midterm &amp; final exams; chapter quizzes measuring competency</p> <p><b>Indirect OM(s):</b> course evaluations, internship evaluations, employment success</p>		
<p><b>SLO3:</b> Explain concepts of morality and theories of ethics as they apply to sport.</p>	<p><b>Direct OM(s):</b> KIN 625 research paper; ethical theories are applied to various sport industry administrative areas</p> <p><b>Indirect OM(s):</b> course evaluations, internship evaluations, employment success</p>		



# Business Plan Overview

## Business Plan



- Market analysis and strategy
- Marketing plan
  - Promotional strategies
  - Costs
- Financial analysis
  - Costs
    - Faculty
    - Facilities & equipment
    - Instructional materials
    - Budget tables
  - Resources required
  - Staffing and revenue projections
  - Sustainability
- Time schedule for implementation

# Program Initiation Process

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Prospectus by Originator(s) -> Appropriate Academic Dean-> Provost's Council -> Originator Creates Proposal-> President's Council-> If necessary, Board of Directors -> Approval/Denial

# Questions?

