BUSN144: Introduction to Esports

This course introduces students to the industry of Esports.   The course examines the essential foundation of how to create value via solving problems and fulfilling consumers' wants and needs in the industry. The course highlights the rapidly changing business cycles of the Esports industry with particular interest in the unique operational challenges faced by managers given their roles and functions in the organization.

Credits: 3
Lab Hours: 0
Lecture Hours: 3
Prerequisites:
ENGL080 with a grade of C or better or placement into ENGL101
Program: Business Administration