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Western Kentucky University
School of Kinesiology, Recreation and Sport
SPM 320 – Esports Management (3 credits)
Fall 2024

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Professor: Dr. Drew Czekanski   **Class Number**: SPM 320

Office: SS 1001   **Class Location**: N/A

Office Hours: *In office*–MW 8-11   **Meeting Time**: ONLINE
          Phone/Zoom – by request

Email Address: william.czekanski@wku.edu   **Quarter, Year**: Fall 2024

Course Website: Blackboard

Office Phone: Work Office – 270-745-4047
          Home Office – 614-636-0226

Course Description

This course is intended to provide students with an introduction to the field of eSports. Special emphasis is placed on the history, culture, and issues of eSports, the levels and governance of eSport, and the process of putting on, managing, financing, and promoting eSport competitions. Students will be acquainted with issues through discussions of pertinent theories and through experiential studies within the world of eSports.

Text (Required)

Hedlund, D.P., Fried, G., Smith III, R.C. (2021). *Esports Business Management*. Human Kinetics. ISBN: **9781718200227**

Course Objectives

Upon successful completion of the course, students should be able to do the following:
1. Understand the history and development of eSport
2. Gain knowledge of the levels of eSport ranging from youth to professional eSports
3. Analyze contemporary issues and topics in eSports and eSports management
4. Identify trends in the eSport
5. Gain knowledge of various professional opportunities within the eSports industry, including but not limited to managing, promoting, and sponsorship eSporting events.
6. Understand the application of basic organizational theory and its application in the field of eSports.

Course Format

This course is an online class. Meaning the class will be held 100% online. We will utilize Blackboard throughout the semester as well as pre-recorded zoom lectures, YouTube lectures, and podcast lectures. Thus, it is important that you have a fast and reliable internet connection. Each Monday a new module will be opened up for students containing all pre-recorded lectures and lecture notes as well as assignments. It is the student's responsibility to make sure they consumer all material each week and complete all assignments on time. In addition to the prerecorded material, I will also make myself available to students each week for zoom calls. In these zoom calls students that have questions about the material or assignments will have the opportunity to meet and talk with me.

Student Learning Outcomes

By the end of the course, the student will:

1. Successfully, discuss the past, present, and future of the eSport industry.
2. Demonstrate the ability to identify and discuss issues in eSports in class and on appropriate assignments.
3. Identify parts of the eSport industry, their functions and how they operate through assignments and answering exam questions.
4. Explain the intersection of various sport management fields (e.g., sport marketing, sport sponsorship, sport finance, event management, sport law, and venue management) within the eSports industry through comprehensive assignments and exams.
5. Demonstrate understanding of various career opportunities in the field of eSports through experiential assignments.
6. Critically discuss eSport management and analyze the future of the field.

Course Policies:

1) **Professionalism is importan**t. Please make yourself familiar with the Professionalism section of this syllabus. Turning assignments in on time also reflects professionalism…see below.
2) **No late work is accepte**d. For detailed policy please see below.
3) All assignments must be submitted via Blackboard in the appropriate areas unless otherwise instructed.
4) Unless otherwise instructed, **writing assignments must be written in APA style**. If sources are used, students must include those sources in a reference list, formatted for APA. For tips on how to do this, visit the Owl Purdue website. Grammar, punctuation, and spelling will be included in the evaluation of assignments (up to 10% of total possible points).
5) **Reading Assignments:** It is required that all class readings be completed on time given that they are part of class lectures, discussions, and assignments.
6) **Exams, etc.** will only be given on scheduled dates. Exam questions will be taken from the text, lectures, handouts, videos, discussions, and assignments. **If a study guide is given, it is no manner an all-inclusive representation of what will be tested on the exam.** Students are responsible for all materials throughout the duration of the semester, regardless of their attendance for the material.
7) **AI tools prohibited:** Artificial intelligence (AI) tools are not permitted for any type of work in this class. If you choose to use these tools, your actions will be considered academically dishonest and a violation of the WKU Student Code of Conduct.

Statement About Grading:
My role includes evaluating and assigning grades for work completed by students. I believe students deserve to receive grades in a timely manner during the course. As a general guideline, I will post grades for your assignments within approximately 1.5 weeks of their respective due dates (not the submission date as I usually grade assignments as a group after the due date). The grading may be earlier some weeks and a little later other weeks, but on average your grades should be up within 1.5 weeks of the due date. It is a student's responsibility to successfully submit all assignments on time and to confirm via Blackboard that the assignment has been submitted before the deadline. Confirmation of submission (for assignments, quizzes, exams processed in Blackboard) is accomplished by checking Blackboard for a score for a quiz or exam or an "!" or score for an assignment. Students are to keep a copy of all assignments submitted at least until their final course grade has been posted. Blackboard is not immune to crashing, losing, or corrupting files. Having a backup is a good thing.

Late work:
All assignments are due on the Sunday of the week assigned at 11:59 PM, unless otherwise directed by the professor. All assignments must be submitted on Blackboard by that time.

I DO NOT ACCEPT LATE WORK after the day on which it is due. No exceptions. If you fail to turn in an assignment in hard copy on the day it is due, I will not accept it and the student will receive a 0 for the assignment. If you will be absent due to an excused absence or university sponsored event, you are to turn the assignment into me PRIOR to the due date, **this includes bonus points for Notebook Checks**.
LATE WORK FOR UNEXPECTED EXCUSED ABSENCES: If it is an excused absence that unexpectedly prevents you from making it to campus on a due date, I will accept the assignment on your FIRST day back to campus (not necessarily to class).
> **Example:** If you are sick on Tuesday when we took a test or handed in an assignment, and you bring a doctor's note showing you were sick on TUESDAY, Wednesday I expect the assignment to be turned in in hard copy, and/or to hear from you in regards to when you will make up the test… don't wait for the next class period. It is also a good idea to email the Professor and let them know the situation and when you expect to return.

Academic Integrity
Students who commit any act of academic dishonesty may receive from the instructor a failing grade in a course without possibility of withdrawal. The faculty member may also present the case to the Office of Student Life for disciplinary sanctions." Students who are unfamiliar with the University's policy on plagiarism should consult the most recent edition of the Western Kentucky University Student Handbook. Students uncertain regarding what actions constitute plagiarism should consult the instructor and/or the student handbook

Contacting the professor:
All communication with the professor should be handled in a **professional manner**. During regular academic school periods, on Monday through Friday, the professor will respond to emails within 24-48 hours; thus, please do not send multiple emails inquiring about the same topic within a 48-hour time span, unless otherwise notified.
For e-mail please use the following subject line: [SPM 320] your last name – subject

Important Note: When contacting the professor students should send a formal email addressing the professor as Dr. or Professor, state your name, which course you are in, and then state what your email is concerning. Students should begin getting into the habit of all correspondence being professional and respectful. If it is a question that can be answered from the syllabus, a rubric or instructions that I have handed out, I may simply direct you to that information.

Note about emails: The University will use students' WKU e‑‑‑mail addresses exclusively for all university communication. Students may forward their WKU e-mail to another e-mail address, Blackboard is designed to use WKU addresses. If you experience difficulty with your email/Blackboard accounts, please contact WKU's IT Help Desk at 270-745-7000.

Class Participation:
For this to be a rewarding academic experience, everyone must contribute to class discussion. This requires that *EVERYONE* come to class prepared (reading & written assignments completed), attend class regularly/punctually, bring your textbook and actively participate in all assignments and activities. The success of this class depends on your willingness to participate.

Attendance
As this is an online course attendance will not be taken. However, students are expected to log on to the course Blackboard page weekly to watch/consume lectures, submit assignments, and interact with other students. Failure to sign in to Blackboard weekly to watch lectures and submit assignments will result in students struggling on exams and the class as whole. As a result please make sure you are engaging with the course weekly and staying up on assignments.

STUDENT-ATHLETES:
Athletics and other university sponsored events: Students should inform the professor ahead of time that they will be missing class on said date, **and should turn in any assignments PRIOR to their departure, and should arrange to take any tests/in-class essays or assignments PRIOR to their departure as well, giving the Professor at least 72 hours' notice for the scheduling of a make-up exam prior to the scheduled departure.** Professor reserves the right to not accept work turned in after the student's return… the same goes for exams and other make-ups, if student does not follow the excused absence policy as explained in this syllabus.

Title IX Misconduct/Assault Statement
Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding
WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at
https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf and

Discrimination and Harassment Policy (#0.2040) at
https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea

Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

ADA Accommodation Statement
 In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Writing Center Assistance: *The Writing Center on the Bowling Green campus* is offering ***only*** remote assistance to writers during the covid-19 pandemic. WKU students may request feedback on their writing via email or arrange a real-time Zoom conference to discuss a paper. See instructions and how-to videos on the website (www.wku.edu/writingcenter) for making online synchronous (Zoom) or asynchronous (email) appointments. Students may also get short writing questions answered via email; just put "Quick question" in the subject line to (writingcenter@wku.edu).

The Learning Center Peer Tutoring Services
The Learning Center (TLC) provides free tutoring services that empower students to achieve academic success. Trained peer tutors are available to review course content, answer questions, and demonstrate effective study strategies. TLC offers individual appointments and group sessions (PASS) for hundreds of undergraduate courses. For more information or to make an appointment, visit www.wku.edu/tlc.

Syllabus Disclaimer:
The enclosed schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better student learning. Total overall points may change due to dropped test questions, changed assignments or Professor discretion.

Below you will find the participation/professionalism rubric, as well as a tentative course calendar for intended subjects and important dates.

Topical Outline (*subject to change*)

Week	Dates	Topics/Assignment
1	8/19 – 8/25	What are we doing this week… • Lectures ➢ *Introduction to SPM 320* ➢ *Introduction to esports* • Assignments ➢ Review Syllabus ➢ Purchase book ➢ Reading – Chapter 1 ➢ Watch the following videos breaking down the basics of esports ✓ https://www.youtube.com/watch?v=m0zWiUGrzBk ✓ https://www.youtube.com/watch?v=Ux50Zfn--3w ✓ https://www.youtube.com/watch?v=F_GxPXXLc-w ➢ Take Syllabus Quiz ✓ **ON BLACKBOARD (BB) DUE 8/25 by 11:59 PM** ➢ Record & post introduction video ✓ **ON BLACKBOARD (BB) DUE 8/25 by 11:59 PM**
2	8/26 – 9/1	What are we doing this week… • Lectures ➢ *Levels of esports – Youth & High School* • Assignments ➢ Reading – Chapter 2 ➢ Watch the following videos breaking down the basics of esports ✓ https://www.youtube.com/watch?v=fS6OVm2MWPg
3	9/2 – 9/8	What are we doing this week… • Lectures ➢ *Levels of esports – College* ➢ *Levels of esports - Pro eSports* • Assignments ➢ Reading – Chapter 2 ➢ Watch the following videos on college and professional esports ✓ https://www.youtube.com/watch?v=e0hlP84HeMU ✓ https://www.youtube.com/watch?v=box4SFtGvA0 ✓ https://www.youtube.com/watch?v=box4SFtGvA0 ➢ Complete Blackboard assignment ✓ **ON BLACKBOARD (BB) DUE 9/8 by 11:59 PM**

4	9/9 – 9/15	What are we doing this week… • Lectures ➢ *Esports Culture & Issues* • Assignments ➢ Reading – Chapter 3 ➢ Watch the following video on esports culture ✓ https://www.youtube.com/watch?v=j9q3_rk1myU

5	9/16 – 9/22	What are we doing this week…
		 • Lectures
		 ➢ *Esports stakeholders*
		 ➢ *Stakeholder analysis*
		
		 • Assignments
		 ➢ Reading – Chapter 4
		
		 ➢ Watch the following video on stakeholder analysis
		     ✓ https://www.youtube.com/watch?v=PXCo92Iag3g
		     ✓ https://www.youtube.com/watch?v=9Fzfrcqqv5o
		     ✓ https://www.youtube.com/watch?v=OkyVirNorAc
		
		 ➢ Begin work on Stakeholder Analysis assignment on Blackboard

6	9/23 – 9/29	What are we doing this week…
		 • Lectures
		 ➢ *Introduction to sport governance*
		 ➢ *Esports governance*
		
		 • Assignments
		 ➢ Reading – Chapter 5
		
		 ➢ Watch the following video on esports governance
		     ✓ https://www.youtube.com/watch?v=KMTIdCuzZFs
		
		 ➢ Complete Stakeholder Analysis
		     ✓ **Must be submitted on Blackboard by 11:59 PM on 9/29**

7	9/30 – 10/6	What are we doing this week… • Lectures ➢ *NONE* • Assignments ➢ Study for Exam 1/ Complete study guide ➢ Complete Exam 1 ✓ **EXAM 1 due BB by 10/6**

8	10/7 – 10/13	What are we doing this week… • Lectures ➢ *Esports marketing* ➢ *Esports sponsorship* • Assignments ➢ Reading – Chapter 6 ➢ Watch the following video on esports marketing ✓ https://www.youtube.com/watch?v=og2TjjDNzPw ➢ Complete blackboard assignment – marketing esports ✓ Assignment – create an advertisement with the goal of getting an individual to either a) buy tickets and attend an esporting event or b) subscribe and follow an esports athlete (this can be for an existing esport athlete or you can create an ad for yourself trying to get people to support you). ✓ Must be completed on BB by 10/13 at 11:59 PM
9	10/14 – 10/20	What are we doing this week… • Lectures ➢ *Esporting events* • Assignments ➢ Reading – Chapter 8 ➢ Watch the following videos showing an esporting event ✓ https://www.youtube.com/watch?v=qjTdZdgDH_A ➢ Event analysis due on Blackboard by 10/20 at 11:59 PM
10	10/21 – 10/27	What are we doing this week… • Lectures ➢ *Esport venues* • Assignments ➢ Reading – Chapter 9 ➢ Watch the following video touring an esport stadium ✓ https://www.youtube.com/watch?v=9MkZoiHQMOM

11	10/28 – 11/3	What are we doing this week… • Lectures ➢ *Esport Communication* ➢ *Esport finance & economics* • Assignments ➢ Reading – Chapter 10 & Chapter 13 ➢ Complete esports finance assignment ✓ You are being given $10,000 to invest in up to 4 different publicly traded esports companies. Your job is to research as many companies in the esports industry as you would like and then choose 2 to 4 companies in which you would like to "invest" your $10,000. Dr. Czekanski will then track your groups investments up until the next exam. The top three earning people by the close of the market on the day of the exam will "win" 10 bonus points on the exam. ✓ **Due on BB 11/3 at 11:59 PM**
12	11/4 – 11/10	What are we doing this week… • Lectures ➢ *The intersection of esports and the law* • Assignments ➢ Reading – Chapter 12 ➢ Beginning studying for Exam 2
13	11/11 – 11/17	What are we doing this week… • Lectures ➢ *NONE* • Assignments ➢ Study for Exam 2 & complete study guide ➢ Complete Exam 2 ✓ **EXAM 2 due BB by 11/17**
14	11/18 – 11/24	***NO CLASSES THANKSGIVING BREAK***
15	11/25 – 12/1	What are we doing this week… • Lectures ➢ *Working in esports* ➢ *The future of Esports* • Assignments ➢ Reading – Chapter 13 ➢ Begin studying for final exam

16	12/2 – 12/5	*FINAL EXAM WEEK*

Final Exam Opens 12/2 and Closes 12/5 at 11:59 PM

Course Evaluation	Point Total
Syllabus Quiz	20 points
Introduction video	20 points
Levels of esports assignment	30 points
Stakeholder assignment	100 points
Marketing esports assignment	30 points
Esport event analysis	30 points
Finance game	20 points
Exam 1	100 points
Exam 2	100 points
Final Exam	150 points
Total Points	**600 points**

Grading Scale

90.00% - 100.00%	= A
80.00% - 89.99%	= B
70.00% - 79.99%	= C
60.00% - 69.99%	= D
≤ 59.99%	= F

Please Note: Grades will NOT be rounded up due to the opportunity for bonus points. For example, students finishing with an 89.99% will receive a B+.

For all other assignments mentioned in this syllabus, you will receive separate instructions and/or a grading rubric with more detailed expectations and information on Blackboard.

1. *Stakeholder Analysis* (100 points total)
   o This semester we will be discussing a lot of the various stakeholders involved in the world of esports, as well as numerous events and happenings. Students will be required to complete a stakeholder analysis on one current event in the world of esports. A detailed description of the assignment is available on Blackboard.

2. ***Blackboard assignments*** (Total points - 150 points)
    o   There will be six (6) different assignments done on blackboard over the course of the semester in addition to the stakeholder analysis and exam. The total point assignment of each assignment will vary depending on the assignment. See grade breakdown above and assignment descriptions below for more details.
    o   ***Syllabus Quiz*** (20 points)
        •   During the first week of class students will be required to take a short quiz that covers the syllabus. Students are encouraged to have the course syllabus open and in front of them while taking this quiz. The purpose of this assignment is to motivate students to read over the syllabus so they are prepared for the upcoming semester.
    o   ***Introduction video*** (30 points)
        •   During the first week of class students are required to record and post a short video about themselves on Blackboard. The video will only be seen by me (Dr. Czekanski) and will serve to help me get to know everyone in the class better. I find for online classes these introduction videos help both me as the professor and you as the student feel more involved. I have posted an example of an introduction video up on Blackboard for you to watch to help you get an idea for what I am looking for. In the video, please answer the following questions…
            1. What is your full legal name? Do you have any nicknames that you prefer to go by?
            2. What is your major at WKU and why did you select that major?
            3. What year in school are you and when do you hope to graduate?
            4. Why did you choose to come to WKU?
            5. What is your dream job after graduation?
            6. Why did you take this class?
            7. What experience do you have with esports/video games? If none, that is OK.
            8. Finally, tell me something interesting about yourself that will help me (Dr. C) remember you.
    o   ***Levels of esports assignment*** (30 points)
    o   ***Marketing esports assignment*** (30 points)
        •   Create an advertisement with the goal of getting an individual to either a) buy tickets and attend an esporting event or b) subscribe to and follow an esports athlete (this can be for an existing esport athlete or you can create an ad for yourself trying to get people to support you).
        •   The advertisement can be any of the following
            1. A video promoting the event or athlete
            2. A picture/graphic advertising/promoting the event or athlete
            3. An Instagram, TikTok, or Facebook post advertising/promoting the event or athlete (NOTE: You do not have to actually post it to your

social media account, you can merely create it, screen capture/record it, and then submit it on Blackboard)

- o *Esport Event Assignment* (30 points total)
  - For this assignment you will be using Twitch, YouTube, and/or another esport streaming services. Students will be required to "attend"/watch an esports event during the semester and writing a reflection paper on it. Students do not have to use twitch to watch the event (they may watch through any means possible) but twitch is the most used streaming platform for esports, therefore the twitch account will provide students with the easiest means to complete the assignment
  - On twitch, esporting events can be found by clicking on the "esports" tab near the top of the website. The event you watch for the assignment must be LIVE. As you are you watching the event you will be required to complete a series of questions about the event. The questions can be found on Blackboard under the heading "Esport Event Form"
- o *Finance game* (20 points)
  - For this game you are being "given" $10,000 to invest in up to 4 different publicly traded esports companies. Your job is to research as many companies in the esports industry as you would like and then choose 2 to 4 companies where you would like to "invest" your $10,000. Dr. Czekanski will then track your groups investments up until the next exam. The top three earning people by the close of the market on the day of the exam will "win" 10 bonus points on the exam.
  - More specific rules to the game are posted on Blackboard including what all has to be submitted to earn your 20 points.

3. **Exams** (Total points – 350)
   - o All exams will be given during the prescribed time listed in the syllabus and on Blackboard. Exams will be open on the Monday of the given week and close Sunday at 11:59 PM. All exams are closed book and closed notes and will cover the all material within the unit (note the final exam will be cumulative and thus cover all topics from the semester). Question format will include; multiple choice, true/false, fill in the blank, short answer, and essays. The exams will be on Blackboard and must be completed by the ascribed date. Failure to do so will result in students receiving an automatic zero (0). Once the exam is open it must be completed.

Syllabus Disclaimer:
The above schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better student learning. Please also note the syllabus on BLACKBOARD is the most up-to-date syllabus and the version that we will be following during the course of the semester.