



# ESPORT BUSINESS

The business of esport, a comprehensive ecosystem of competitive gaming, is a multi-billion dollar industry with a growing international audience. Industry-driven with few barriers to entry, the esports field blends traditional sport management principles with unique, sophisticated concepts and demonstrates the evolving concept of sport as leisure and entertainment.

## DEGREE OPTIONS

- BS in Business Administration – Major in Esport Business
- BS in Business Administration/MBA
- Minor in Esports - Offered in Westphal College of Media Arts & Design

## COURSEWORK

- The Business of Esport
- Sports Facility Planning & Management
- Sports Event Management
- Sport Business Consulting
- Sports and the Law
- Overview of Computer Gaming
- Game Design Lab I
- Game Development Foundations

## CAREER OUTLOOK

Graduates with a degree in esport business will possess the requisite knowledge and skills for a variety of opportunities in the esport ecosystem, including professional, competitive amateur and grassroots esport segments. They will be qualified for positions in areas such as management, production, operations, marketing, media, sales, broadcast and streaming, sponsorship, analytics, content creation, player relations, law and organizational governance.



### TOP INDUSTRY PARTNERS

Comcast Spectacor  
Nerd Street Gamers  
Philadelphia Fusion

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**AVERAGE STARTING SALARY**  
**\$58,710**

Starting salary for LeBow undergraduates in all programs

## CONTACT

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