

ESPORT BUSINESS

The business of esports, 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 and 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 esports business will possess the requisite knowledge and skills for a variety of opportunities in the esports ecosystem, including professional, competitive amateur and grassroots esports 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 CO-OP EMPLOYERS

T1 Entertainment & Sports
Metro Esports
Pennsylvania Interscholastic
Esports Association

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AVERAGE
STARTING SALARY
\$67,445

(Starting salary for
LeBow undergraduates
in all programs)

CONTACT US

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