

Course Esport Management

SDS SECS-P/08

ETCS 6

Course modules (if any) None

Year II year

Semester

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Office hour At the end of the lesson or by appointment agreed by e-mail.

LEARNING OUTCOMES

The aim of the course is to achieve the following learning outcomes:

- Understand esports business principles and practices.
- Identify and explain the roles of different stakeholders in the esports industry.
- Understand different technology (e.g., hardware, software) used by esports players, teams, leagues, and events.
- Organize, manage, and evaluate various esports business operations and activities (e.g., marketing, sponsorship, events, venue management, communications, finance and economics, legal issues).
- Organize, assemble, and manage the recruitment of esports personnel, including players, coaches, and support staff.
- Assess new opportunities arising in the esports industry

DETAILED PROGRAM

The following topics will be specifically addressed:

- Fan Engagement & Brand Opportunities
- Team Management
- Historical Foundations of Esports
- Critical issues between Esports and the Olympics
- Event Management & Logistics
- Professions in the Esport Industry

RECOMMENDED PRE-REQUISITES (IF ANY)

None

TEACHING METHODOLOGIES

The educational activities will be carried out through...

FINAL EXAMINATION METHODOLOGIES

The final exam will consist of a written and oral test.

EVALUATION CRITERIA

The assessment involves:

- Written: production of a project or case study on one of the topics covered in class.
- Oral: question on the theoretical topics covered in class, with the understanding and use of the Esports Industry-specific terms.

FINAL GRADING INFORMATION AND CRITERIA

The grade is awarded in thirtieths. The final grade will be taken into account:

- Written: 75%
- Oral: 25%

The final score is expressed in thirtieth grade, with the possibility of honors. The final score reflects the student's preparation as follows:

Score	Description
< 18 not sufficient	Fragmentary and superficial knowledge of contents, errors in applying concepts, insufficient exposure.
18-20	Sufficient but still general knowledge of contents, elementary exposure, uncertainties in the application of theoretical notions.
21-23	Appropriate, but not deep, knowledge of contents, good ability in applying theoretical notions as well as presenting them in a simple way.
24-25	Appropriate and vast knowledge of contents, discrete ability in applying them, good ability in presenting notions in a comprehensive way.
26-27	Precise and comprehensive knowledge of the topics, good ability in applying the acquired knowledge, good analytical skills, clear and correct exposure.
28-29	Extensive, comprehensive and deep knowledge of contents, good applicative skills, good ability of analysis and synthesis, confident and correct exposure.
30 30 with honors	Very broad, comprehensive and deep knowledge of the contents, well-established ability to apply the acquired notions, excellent ability of analysis, synthesis as well as ability to create interdisciplinary links, fluency of exposure.

COURSE MATERIAL

The material used in class in the form of presentations and documents will be shared with the students.

OTHER ADVICES

Attendance and active participation are required.

The whole course is based on a methodology that enhances 'cooperative learning' and centrality of the student through his/her active commitment to study in order to promote the formation of transversal skills.

Any students belonging to the 'part-time/worker' category are required to use all the educational and technological supports prepared to ensure their success in the study and



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through which they will be able to maintain an interaction with the teacher and with the the tutor/expert of the subject.

It is suggested that these students contact the teacher to examine together specific training needs.