

Esports Management Undergraduate Certificate

For information contact the Department of Emerging Technology in Business & Design, 262 McVey Data Science Building, 513-529-1637.

The Esports Management Undergraduate Certificate is a one-year, mostly online program, which provides a comprehensive understanding of the esports ecosystem and the best practices for management of a professional esports team and supporting businesses. The certificate is a total of eight courses: two semesters of three, two-credit-hour courses, surrounded by three credit hours of actual tournament organization experience. The courses provide an esports foundation in all aspects of tournament organization, branding/marketing, sponsorship, logistics, team management, recruiting, finance, global issues, publishers, history, business models, media rights/legal, and of course, broadcasting.

Program requirements

| Code | Title | Credit Hours |
|---------------------------|---------------------------|--------------|
| Required courses: | | |
| IMS 470 | Introduction to Esports | 2 |
| IMS 471 | Esports Broadcasting | 2 |
| IMS 472 | Esports Event Management | 2 |
| IMS 473 | The Business of Esports | 2 |
| IMS 474 | Special Topics in Esports | 2 |
| IMS 475 | Esports Brand Management | 2 |
| IMS 476 | Esports Event Practicum | 2 |
| IMS 478 | Esports Ecosystems | 1 |
| Total Credit Hours | | 15 |