

Esports Management - Master of Esports Management

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

The Master of Esports Management is a one-year, mostly online degree, which provides a comprehensive understanding of the esports ecosystem and best practices for management and leadership positions within the esports industry. The courses provide an esports foundation in all aspects of tournament organization, facility management, branding/marketing, sponsorship, logistics, team management, performance psychology and coaching, recruiting, finance, global issues, publishers, history, business models, media rights/legal, and of course, broadcasting. In addition, students gain actual esports tournament organization experience.

Program Requirements

Code	Title	Credit Hours
Select all of these:		
IMS 570	Introduction to Esports	2
IMS 571	Esports Broadcasting	2
IMS 572	Esports Event Management	2
IMS 573	The Business of Esports	2
IMS 574	Special Topics in Esports	2
IMS 575	Esports Brand Management	2
Take these 2 courses:		
SLM 635	Strategic Management of Sport Organizations	3
SLM 636	Sport Communities & Public Relations	3
Take 2 of these courses:		6
SLM 513	Sport Economics	
SLM 517	Legal Issues in Sport Leadership and Management	
SLM 545	Esports Performance Psychology and Coaching	
SLM 572	Sport Administration	
Select 6 Credit Hours:		
IMS 576	Esports Event Practicum	6
or KNH 640	Internship	
Total Credit Hours		30