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| For Academic Affairs and Research Use Only | |
| CIP Code: |  |
| Degree Code: |  |

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[X] New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| Amanda A. Wheeler Gryffin 2/28/2019 **Department Curriculum Committee Chair** | Julie Lamb Milligan 3-26-19 Enter date…  **COPE Chair (if applicable)** |
| Paul Finnicum 2/28/2019 **Department Chair:** | Mary Jane Bradley 3/27/2019  **Head of Unit (If applicable)** |
| Wayne W. Wilkinson 3/25/2019 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

Yongjin Hwang, yohwang@astate.edu, 870-680-8101

2. Proposed Starting Term and Bulletin Year

Spring 2020 (2019-20 Bulletin)

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

PE 3113

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Business of Esports

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

The course explores the historical background of video gaming and how it led to the emergence of the esports industry. Students will apply their knowledge to assess esports from a sport, business, and event management perspective.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. **No** Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Course open for all majors.

1. **No** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Fall, Spring

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture only

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard letter

10. **No** Is this course dual listed (undergraduate/graduate)?

11. **No** Is this course cross listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross listed course.)*

**11.1** – If yes, please list the prefix and course number of cross listed course.

Enter text...

**11.2** – **No** Are these courses offered for equivalent credit?

Please explain. Enter text...

12. **No** Is this course in support of a new program?

a. If yes, what program?

Enter text...

13. **No** Does this course replace a course being deleted?

a. If yes, what course? It will replace PE 4873 Organization and Administration of Interscholastic Athletics, which is in the ***major*** requirements of the sport management program. However, PE 4873 will still be listed in the bulletin.

Enter text...

14. **No** Will this course be equivalent to a deleted course?

a. If yes, which course?

Enter text...

15. **Yes** Has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

16. **No** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1 Course Introduction, What are esports?  
Week 2 History of Video Games Week 3 A shift towards competitive gaming

Week 4 Birth & Growth of esports  
Week 5 Industry Structure: Teams, Owners, Publishers, Tournaments, Media, etc

Week 6 The different formats of esports Leagues

Week 7 Esports players: Employment Education, Player Training Regimens, Player Revenue Generation

Week 8 Esports Media- Twitch and YouTube Fans

Week 9 Ethical Issues in esports  
Week 10 Legal Issues in esports

Week 11 The ‘Fortnite’ Phenomenon  
Week 12 Esports Technology and Products  
Week 13 The spreading of the culture  
Week 14 The current state of esports/The future of esports

Week 15 Designing esports leagues

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Guest speakers from the industry, Site visitations to esports venues.

19. Department staffing and classroom/lab resources

Classroom with a computer, projector, and screen

1. Will this require additional faculty, supplies, etc.?

**No**

20. **No** Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Esports is a new phenomenon in the sports industry that creates new types of sports fans and revenue sources. Thus the industry is now looking for employees who have different skills and perspectives. Pursuing the goal of the Sports Management program, ‘to educate students as competent applicants in the competitive sports market,’ the newly developed course will serve students’ academic needs with the latest information. Course Goals: 1. Define what esports are and differentiate between casual gaming and competitive gaming by contrasting the two activities. 2. Compare the recent development of other emerging sports and leagues and esports’ organizations. 3. Contrast the differences between the most popular esports games, leagues and organizations. 4. Identify potential ethical issues that have arisen as esports have grown in popularity. 5. Assess the potential for esports to become a component of the NCAA or other intercollegiate athletic entity.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

This emerging area of sport study add another academic dimension to the Sport Management curriculum. This meets the department’s goals of aligning program requirements with national accreditation standards.

c. Student population served.

ASU BS Sport Management students. The course is open to any upper-class students as well.

d. Rationale for the level of the course (lower, upper, or graduate).

This course is developed for juniors and seniors. The course will require students to have advanced writing and oral presentation skills as they are frequently involved in class discussion and projects. Meeting with industry professionals (in person or on Skype) will also guide students to learn the practice and ethics of the esports industry, which will help them build industry connection for their career path.

**Assessment**

**Relationship with Current Program-Level Assessment Process**

22. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

The program level out comes are:

* Demonstrate knowledge of sport management research, principles, strategies, and practices.
* Effectively apply a variety of oral and written business and professional communications styles.
* Demonstrate understanding and competence with behavioral expectations related to ethical good practice and conduct in the workplace.

The course will assess students’ learning of esports business decision making, ethics, practice, and also the students’ presentation skills.

23. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #23)** | Demonstrate knowledge of sport management research, principles, strategies, and practices. |
| Assessment Measure | Written exams |
| Assessment  Timetable | Spring |
| Who is responsible for assessing and reporting on the results? | Course instructor and/or B. S. Sport Management Faculty |

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| **Program-Level Outcome 2 (from question #23)** | Effectively apply a variety of oral and written business and professional communications styles. |
| Assessment Measure | Final Group presentation |
| Assessment  Timetable | Spring |
| Who is responsible for assessing and reporting on the results? | Course instructor and/or B. S. Sport Management Faculty |

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| **Program-Level Outcome 2 (from question #23)** | Demonstrate understanding and competence with behavioral expectations related to ethical good practice and conduct in the workplace. |
| Assessment Measure | In-class activities |
| Assessment  Timetable | Spring |
| Who is responsible for assessing and reporting on the results? | Course instructor and/or B. S. Sport Management Faculty |

**Course-Level Outcomes**

24. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Define what esports are and differentiate between casual gaming and competitive gaming by contrasting the two activities. |
| Which learning activities are responsible for this outcome? | Lecture & in-class discussion |
| Assessment Measure | Written exam |

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| **Outcome 2 & 3** | Compare the recent development of other emerging sports and leagues and esports’ organizations. Contrast the differences between the most popular esports games, leagues and organizations. |
| Which learning activities are responsible for this outcome? | In-class discussion & student-driven group project |
| Assessment Measure | Group presentation & written report |

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| **Outcome 4** | Identify potential ethical issues that have arisen as esports have grown in popularity. |
| Which learning activities are responsible for this outcome? | lecture |
| Assessment Measure | Written exam |

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| **Outcome 5** | Assess the potential for esports to become a component of the NCAA or other intercollegiate athletic entity. |
| Which learning activities are responsible for this outcome? | Lecture & guest speaker |
| Assessment Measure | In-class interview with guest speakers |

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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**PE 3113. Business of Esports** The course explores the historical background of video gaming and how it leads to the emergence of the esports industry. Students will apply their knowledge to assess esports from a sport, business, and event management perspective.  **Fall, Spring.**