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

**NEW CERTIFICATE PROGRAM FORM**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

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| Amanda A. Wheeler Gryffin | 9/16/2020 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Paul Finnicum | 9/16/2020 |

**Department Chair** |

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**Head of Unit (if applicable)**   |
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| Wayne Wilkinson | 9/21/2020 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Mary Jane Bradley | 9/22/2020 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (if applicable)**   |

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**Vice Chancellor for Academic Affairs** |

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

Dr. Paul Finnicum, pfinnicu@astate.edu, 870-972-3066

1. **Name of proposed Certificate Program (Program must consist of 6-21 semester credit hours):**

Certificate in esports

1. **Proposed effective date:**

Fall 2021

1. **Reason for proposed program implementation:**

The certificate in esports will provide versatile and employable graduates in a fast-growing gaming industry. Esports have staked a claim in competitive college athletics and clubs across college campuses in the US. Many clubs now organize and participate in high-level video gaming competitions. The program is not meant to teach students how to play video games, instead, it is intended to teach the business and managerial skills necessary for the sustainable practice surrounding esports including health and safety, ethics, event management and marketing, and game design.

1. **Provide the following:**
	* 1. Curriculum outline - List of courses in new program – Underline required courses

GRFX 3713, 3D Digital and Game Design

PE 3113, Business of Esports

PE 3813, Concepts of Athletic Training [distance course]

PE 3853, Sports Promotion and Sales Management

PE 3873, Sport Facility and Event Management

PE 4843, Philosophy and Ethics in Sport

STCM 4333, Social Media in Strategic Communications

* + 1. Total semester credit hours required for proposed program

21

* + 1. New courses and new course descriptions

None, all are existing courses

* + 1. Program goals and objectives

The program will introduce learners to:

* history, community, and business of esport.
* game developing and developers’ influence in the industry.
* effectively and strategically communicate with a variety of esport stakeholders,
* organizational structures, brand building, event management, and additional critical management and marketing skills.
	+ 1. Expected student learning outcomes
1. Demonstrate knowledge of fundamental sport management research, principles, strategies, and practices.
2. Effectively apply a variety of oral and written business and professional communication skills.
3. Demonstrate understanding of ethical good practice.

Documentation that program meets employer needs

<https://readyesports.com/what-esports-jobs-are-available-other-than-gaming/>

<https://www.animationcareerreview.com/articles/10-colleges-esports-degree-programs#:~:text=Students%20interested%20in%20the%20management,or%20a%20minor%20in%20esports.>

<https://info.jkcp.com/blog/esports-jobs-gaming-careers>

* + 1. Student demand (projected enrollment) for proposed program

15

* + 1. Program approval letter from licensure/certification entity, if required (attach)
		2. Name of institutions offering similar programs and the institution(s) used as model to develop proposed program

Northwestern University

<https://sps.northwestern.edu/graduate-certificates/esports/>

Shenandoah University

<https://www.su.edu/esports/esports-management-undergraduate-certificate/>

UT-Arlington

<https://web-ded.uta.edu/wconnect/ShowSchedule.awp?&Mode=GROUP&Group=CARIES&Title=esports+Management+Certificates&SubGroup=CER>

South Dakota School of Mines and Technology

<https://www.sdsmt.edu/esports/>

East Tennessee State University (Graduate Program)

<https://www.etsu.edu/coe/serk/graduate/esport.php>

* + 1. Proposed program review date (within 10 years of program implementation)

Fall 2031

1. **Will this program be offered:**
	1. **Traditional/Face-to-face** Yes
	2. **Distance/Online** No
		1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

Enter text...

1. **Will this program be offered off-campus?** No
	1. **If yes, identify the off-campus location**

 Enter text...

**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. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*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.**  |

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CERTIFICATE PROGRAMS

Arkansas State University offers technical programs in which certificates of proficiency are awarded.

These programs are offered for students who wish to prepare for employment in a minimum of one or

two years and do not wish to pursue formal programs leading to an associate or a baccalaureate degree

in the areas. All certificate programs require admission to the university.

Specific requirements for each certificate is listed in the respective college sections of this bulletin.

Bone Density

Computed Tomography

Corporate Media

Digital Humanities

Emergency Medical Technician

Esports

Free Enterprise

Graphic Communication

Information Technology

Leadership Studies

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Department of Health, Physical Education, and Sport Sciences

Certificate in Esports

Required Courses:

Sem. Hrs.

GRFX 3713, 3D Digital and Game Design

PE 3113, Business of esports

PE 3813, Concepts of Athletic Training

PE 3853, Sports Promotion and Sales Management

PE 3873, Facility and Event Management

PE 4843, Philosophy and Ethics in Sport

STCM 4213, Social Media in Strategic Communications

Total Required Hours: 21