

Full Name of Current Program: BS Esports Management

Stockton Program Acronym: ESPM

Degree/Level of Current Program: B.S.

CIP Code: 52.0907

Acronym for Program: MESP

Name(s) and signature of Faculty Proposing New Option:

Noel Criscione-Naylor, Associate Professor and Program Chair
Jennifer Aarons, Assistant Professor
Petar Dobrev, Assistant Professor

Date of Program Faculty Vote to Approved the Proposed New Option:

September 28, 2023 (program approval in ESPM)
October 5, 2023 (program approval in MBA Program)

Background

The School of Business offers an Accelerated Dual Degree Program that prepares students for professional careers in business. This is currently available to any HTMS, ACCT, BSNS, and BUSA declared major that meet the program criteria. This proposal is in support of extending the Accelerated Dual Degree Program option to students in the new BS degree, Esports Management.

One of the principal goals of the program is to help students develop critical thinking skills and to provide them with an expanded awareness of the complex political, social and economic environments within which all organizations and individuals must function. The Accelerated Dual Degree Program offers students:

- The opportunity to complete both their undergraduate and MBA degrees in about 5 years.
- The program is geared towards academically motivated Stockton business school majors with a GPA of 3.5 or higher.
- Heavy precepting is the key to success in this program. Students must be deliberate about what courses they take and when, which means meeting with a preceptor each semester. Consulting with a preceptor can help students meet their goals.
- The opportunity to start taking MBA classes in the senior year.

The program of study for the Accelerated Dual Degree Program for school of business students include the following curriculum:

- 17 Undergraduate Business courses

- 8 General Studies courses
- 4 At-Some-Distance courses
- 12 Graduate Courses

Text Description of Proposed New Option

This is a proposal for a new concentration (track) within the ESPM program which will allow students to earn a B.S. in Esports Management and a Masters in Business Administration (M.B.A.) in 5 years, referred to as the 4+1 program. This proposal will extend students in the BS in Esports Management with the same opportunity as other business school majors. It will also position Stockton University as one of the first public institutions in the United States to offer esports students an opportunity to pursue an accelerated MBA.

To be eligible for admission into the BS ESPM/MBA, students must have earned 96 credits or less, have a 3.5 G.P.A. in the ESPM Program. The proposal requests that four (4) M.B.A. classes completed during the student’s senior year be counted as BSNS Foundation classes and degree electives thus fulfilling requirements in the M.B.A. program. In other words, the four (4) BSNS graduate courses will count for both the B.S. in Esports Management degree and the M.B.A. degree.

In the BSNS program students must successfully complete MGMT 3120 Operations Management and the prerequisite BSNS 2120 Quantitative Business Methods. For the HTMS program, the following courses are used to satisfy these requirements: HTMS 3120 Facilities Management and HTMS 2122 Hotel Administration. For the Esports Management Program, the following courses will be used to satisfy the requirements. CSCI 2101 Programming and Problem Solving I and CSCI 2102 Programming and Problem Solving II will take the place of BSNS 2120 Quantitative Business Methods. HTMS 3120 Facilities Management will take the place of MGMT 3120 Operations Management.

MBA Prerequisites for BSNS	MBA Prerequisites for HTMS	MBA Prerequisites for ESPM
MGMT 3120 Operations Management	HTMS 3120 Facilities Management	HTMS 3120 Facilities Management
BSNS 2120 Quantitative Business Methods	HTMS 2122 Hotel Administration	CSCI 2101 Programming and Problem Solving I and CSCI 2102 Programming and Problem Solving II

BSNS CORE: 6 COURSES, 24 CREDITS TOTAL

CSIS 1206 STATISTICS
HTMS 2111 OR ACCT 2110 FINANCIAL ACCOUNTING
HTMS OR ACCT 2120 MANAGERIAL ACCOUNTING
FINA 3110 INTRO TO FINANCIAL MGMT

**HTMS 3101 OR MKTG 2110 MARKETING PRINCIPLES OR ESPM 3480 ESPORTS MARKETING
HTMS 3111 HUMAN RESOURCE MGMT.**

**MBA REQUIRED COURSES TO BE TAKEN SENIOR YEAR, IF POSSIBLE: 4 COURSES, 12 CREDITS
TOTAL**

- BSNS 5250 Employment Law and Ethics (3)
- ESPM 5950 Internship (3)* Completed during Senior year
- BSNS 5310 Management Issues in the Hospitality Industry
- MBA Graduate Elective (3)
 - Electives can be BUSA, BSNS, FINA, MGMT, MKTG at the 500 LEVEL as appropriate

The 4 classes listed above will replace the following undergraduate course requirements (12 credits) in the HTMS major

- PLAW or HTMS 3110 Legal Social Ethical Environments of Business
- HTMS 4112 Business Policy and Strategy
- ESMP 4970 ESPM Internship

ESPM Undergraduate Courses to be Replaced by Graduate Courses	ESPM Graduate Courses
PLAW or HTMS 3110 Legal Social Ethical Environments of Business (4)	BSNS 5250 Employment Law and Ethics (3)
HTMS 4112 Business Policy and Strategy (4)	BSNS 5310 Management Issues in the Hospitality Industry (3)
ESMP 4970 ESPM Internship (4)	ESPM 5950 Internship (3)
	MBA Graduate Elective (3)

Rationale for an Accelerated Dual Degree Program

This are several benefits of providing students with an Accelerated Dual Degree option in addition to consistency amongst the School of Business programs.

- **Enhanced Skill Set:** An MBA program equips students with a broad range of business skills, including leadership, strategic thinking, problem-solving, communication, and analytical abilities across diverse courses.
- **Career Advancement:** Many employers value an MBA degree, especially for higher-level management positions. It can open doors to more senior and lucrative roles.
- **Networking Opportunities:** Stockton’s MBA program provides networking opportunities, allowing students to connect with professors, fellow students, alumni, and industry professionals. This network can be valuable for job hunting, gaining insights, and seeking mentorship.
- **Critical Thinking and Problem-Solving:** Stockton’s MBA program emphasizes critical thinking and problem-solving skills, which are crucial in making informed business

decisions in all business sectors including hospitality, tourism, event management, and esports management.

- **Credibility:** An MBA from an accredited institution enhances students credibility in the business world and may open doors that might otherwise be closed.
- **Higher Earning Potential:** On average, individuals with an MBA tend to earn higher salaries compared to those with only an undergraduate degree, especially in certain industries and roles.
 - According to GMAC’s Corporate Recruiters Survey (2021) the average starting salary for MBA holders was between 22 percent and 40 percent higher than for bachelor’s degree holders.¹
 - According to the National Association of College and Employers (2022), students who earn an MBA can more-than double their salary potential, bringing home well over twice the amount of the average starting salary for college graduates in the U.S.—which is about \$55,000.²
 - According to the Graduate Management Admissions Council (2022), MBA graduates brought home \$115,000 starting pay packages on average.³
- **Access to Resources:** The MBA program provides continued access to extensive resources, including libraries, databases, research materials, and career services.
- **Personal Growth and Development:** The rigors of a dual BS/MBA program will help students push out of their comfort zone and challenge them to develop new skills and perspectives, contributing to personal growth.

Specifically related to esports majors:

- “MBAs with a strong grasp of how business can improve their efficiencies, as well as draw in new customers, will be well placed to advise eSports teams and organizations on how to grow at this critical stage”⁴.
- “Data and analytics increasingly play a role in business—and esports is no different. Esports teams rely heavily on data to understand the best ways to interact with their viewers, as well as the possible areas for cutting costs⁵.” The Stockton MBA program provides students with course work and projects to develop deeper analytical and critical thinking skills.
- “To make efficient use of viewers and participants in events, the esports industry has built up a heavy demand for consultants who have a good understanding of how the

¹ <https://online.hbs.edu/blog/post/roi-of-an-mba#:~:text=Seventy%2Done%20percent%20of%20corporate,graduation%3A%20from%20%2480%2C000%20to%20%24120%2C000.>

² <https://fortune.com/education/articles/the-value-of-the-mba-according-to-a-dean-at-washington-university-olin-business-school/>

³ <https://fortune.com/education/articles/the-value-of-the-mba-according-to-a-dean-at-washington-university-olin-business-school/>

⁴ <https://www.businessbecause.com/news/insights/6496/five-esports-jobs-mbas>

⁵ <https://www.businessbecause.com/news/insights/6496/five-esports-jobs-mbas>

entire business works. With that in mind, it is quite obvious that the advice of MBAs with a strong grasp on business efficiency might prove highly useful to esports organization and the industry in general⁶.”

- Additionally, adding this program option distinguishes Stockton’s program as there are limited points of entry for students in master level degrees in connection to esports. The following schools offer a master’s level program in the United States, however, it was not found that there are specific esports accelerated degree options available. This would position Stockton as potentially the first program offering of its type.

Program	Program Title	University
MS	Master’s in Sports and Esports Administration	Clark University
MBA	Master of Business Administration: Esports Management	Florida Southern College
MS	University’s Master of Esports Management	Miami University
MS	Master of Sports Leadership with a focus on esports	Northeastern University
MS	Master of Science in Gaming and Esports Management	Post University
MBA	The Esports Management MBA concentration	Shenandoah University
MS	Master's in Esports Business (MS)	University of New Haven

Additional program curriculum worksheets are provided below.

Date of Faculty Senate Committee on Academic Programs and Planning Approval:

Date of Provosts’ Council Approval:

Date of the Faculty Senate Approval:

⁶ <https://www.talkesport.com/news/this-is-how-mba-graduates-could-enter-esports/>

APPENDIX

B.S. IN ESPORTS MANAGEMENT/M.B.A DEGREE MAP

The following is a **suggested** plan of study for completion of this degree program. The **goal of a Degree Map** is to ensure that students graduate with no more than 128 credits and in four years. All students should speak with their preceptor about their academic programs. Students are encouraged to take overload and Summer courses to facilitate their progress towards graduation as necessary. Transfer students may not need to take all courses in the plan; they should consult with their preceptor and academic advisor.

FIRST YEAR - FALL	Credit	FIRST YEAR - SPRING	Credit
Course load	16	Course load	16
Subject: FRST or G-course Optional Attribute: Seminar and a W1	4	Subject: FRST or G-course Attribute: A, H, I, R, and/or V	4
Subject: FRST or G-course Attribute: W1 OR W2	4	Subject: ASD or G-course Attribute: A, H, I, R, and/or V	4
Subject: ASD Attribute: W1 OR W2	4	COMM 2412 Media Aesthetics	4
CSIS 1206-Statistics (Summer)	4	HTMS (ESPM) 2132 Introduction to Esports	4

SECOND YEAR - FALL	Credit	SECOND YEAR - SPRING	Credit
Course load	16	Course load	16
Subject: G-course Attribute: A, H, I, R, and/or V	4	Subject: G-course Attribute: A, H, I, R, and/or V	4
HTMS 2111 or ACCT 2110 Financial ACCT (Summer)	4	HTMS or ACCT 2120 Managerial Accounting (Summer)	4
HTMS 3101 or MKTG 2110 Marketing Princ.	4	CSCI 2102 Programming & Problem Solving II	4
CSCI 2101 Programming & Problem Solving I	4	MKTG 3480 Sports Marketing	4
		HTMS (ESPM) 3901 Esports Professional Work Experience (ONL)	0

THIRD YEAR - FALL	Credit	THIRD YEAR - SPRING	Credit
Course load	16	Course load	16
Subject: G-course Attribute: A, H, I, R, and/or V	4	Subject: G-course Attribute: W1/W2	4
FINA 3110 Intro to Financial MGMT	4	HTMS or MGMT 3111 Human Resource Mgmt.	4
HTMS 3126 Economics of Tourism (ONL)	4	HTMS 3127 Career Development	4
HTMS (ESPM) 3138 Esports and Events Industry	4	HTMS 3120 Facilities Management (ONL)	4
Eligible to enroll in 4+1 (must apply 95 or below credits; if 96 credits earned, not eligible)			

FOURTH YEAR - FALL	Credit	FOURTH YEAR - SPRING	Credit
Course load	18	Course load	14
Subject: ASD or G-course Attribute: A, H, I, R, and/or V	4	Subject: G-course Attribute: W1/W2	4

HTMS (ESPM) 3139 Esports Event Production	4	Subject: ASD or G-course Attribute: A, H, I, R, and/or V	4
PLAW 5250 Law Ethics	3	ESPM 5950 Internship (May be taken in the summer)	3
Undergraduate Program Elective	4	MBA Elective	3
BSNS 5310 Management Issues in the Hospitality Industry	3		

FIFTH YEAR - FALL	Credit	FIFTH YEAR - SPRING	Credit
Course load	12	Course load	14
BSNS 5205 Accounting Analysis for MGRS	3	BSNS 5230 Business Decision Analysis	3
BSNS 5215 MGMT: Theory, Practice and Vision	3	BSNS 5245 Business Info Systems and Technology Decision Analysis	3
BSNS 5220 Applied Marketing MGMT	3	BSNS 5505 Strategic MGMT	3
BSNS 5225 Applied Financial Analysis	3	MBA Elective	3

*A student is responsible for insuring that all graduation requirements are meet. Students should consult with the dual degree preceptor and/or the Center for Academic Advising on a regular basis. All Bachelor Programs require a minimum of 128 credits and a 2.00 cumulative average. M/B/A/ courses require a B or better to satisfy the degree requirements.

LEARNING OUTCOMES FOR B.S. IN ESPORTS MANAGEMENT

Program Goals

1. **Knowledge and Abilities Goal:** ESPM students will be able to understand Esports Management.
 - a. Graduates will be able to demonstrate an understanding of important management concepts for various segments of Esports within the HTE (Hospitality, Tourism and Event Management centers) including:
 - i. Economic, legal, and social environments;
 - ii. Corporate social responsibility and sustainability;
 - iii. Financial management;
 - iv. Organizational systems and processes;
 - v. Esports Management, hospitality and tourism business strategies.
 - b. Graduates will be able to reflectively think on experiences in their coursework and profession and be able to translate knowledge of business and management into practice and in society.
2. **Ethics Goal:** ESPM Esports Students will be able to give examples of and evaluate ethical situations and issues in order to make good management decisions.
 - a. Graduates will demonstrate ethical decision-making skills through analytical analysis of ethical issues and situations.
3. **Diversity and Global Issues Goal:** ESPM Esports students will develop respect for diversity in the international community as they attend classes in the program and work side by side with various cultures.
 - a. Graduates will develop global and cross-cultural understanding that contributes to a globalized society.

- b. Graduates will be able to demonstrate an understanding of workforce and customer diversity in organizations.
- 4. **Communication Skills Learning Goal:** ESPM Esports students will communicate and present content effectively in a professional manner
 - a. Oral Communication: graduates will deliver information in an organized, persuasive and logical manner using supportive documentation and visual aids.
 - b. Written Communication: graduates will create documents that are technical, analytical, relevant in content and well organized.
 - c. Computer Literacy: graduates will demonstrate knowledge of information technology relative to the Esports Management professional practice that requires adaptation and innovation to solve problems.
- 5. **Research, Analytic and Decision-Making Goal:** ESPM Esports students will be able to research Esports, hospitality, tourism and event management topics and make decisions about goals, objectives and company strategies.
 - a. Graduates will demonstrate the ability to frame and analyze problems.
- 6. **Group Dynamic and Teamwork Development Goal:** ESPM Esports students will become proficient in the development of group dynamic and teamwork abilities. Graduates will be able to work effectively in teams.

ASSESSMENT OF LEARNING OUTCOMES

The following tables lists courses in the BS Esports Management program where learning outcomes are achieved. Not every degree course will address all the above learning outcomes.

Table A: ESPM Learning Goal Mapping

ESPM Learning Goal Mapping- DRAFT																	
Learning Goal	MKTG 3480 Sports Marketing	COMM 2412 Media	HTMS 3128 Esports and Events	HTMS 3139 Esports Production	HTMS 3120 Fan Biz/Es	HTMS 3126 Econ/Trsm	HTMS 3101 Marketing	HTMS 3111 HR	HTMS 3901 Prof Esp	HTMS 3127 Career Dev	HTMS 4970 Intern	HTMS 4112 Bus Pol	HTMS 3110 Legal, Social, Ethical	HTMS 2111 Financial Accounting	HTMS 2120 Managerial Accounting	CSCI 2101 Programming	CSCI 2102 Programming
1. Knowledge & Abilities																	
1a. Management knowledge	H	H	H	H	M	L	H	H		M	M	H		H	H	M	M
1a.1 Economic, legal, and social environments	L	L	L	L	M	H	M	H			L	H					
1a.2 Corporate social responsibility and sustainability	L	L	L	L	H	L	L	M			L	M					
1a.3 Financial management	L	L	L	L	M	M	L	L			L	M			H		
1a.4 Organizational systems and processes	M	L	M	M	M	M	M	H			L	H					
1a.5 Hospitality and tourism business strategies	M	L	M	M	M	M	H	M			L	H					
1b. Reflective thinking	M	M	L	L	L	M	M	H	L	H	H	H					
2. Ethics																	
2a. Ethical decisions	L	M	M	M	L	L	L	H		L	M	H	H	L	L		
3. Diversity/Global Issues																	
3a. Diversity	L	M	M	M				H		M	L	M					
3b. Global	L	M	M	M		H	L	L		L	M	M					
4. Communication Skills																	
4a. Oral	L	M	M	M	M	L	M	M		H	M	H	L				
4b. Written	L	M	M	M	M	H	M	H	L	M	M	H	L				
4c. Computer Literacy	L	M	M	M	M	L	L	L		L	M	M	L			H	H
5. Research, Analytic & Decision Making																	
5a. Analytical research	L	L	L	L	L	H	M	L		L	L	H	M	L	H		
5b) Graduates will develop HTMS research methods.	L	L	L	L	L		M				M	H					
6. Teamwork																	
6a. Group projects	M	M	M	M	L		M	M		M		H				M	M

Table B: Courses in BS Esports Management Program Where Learning Outcomes are Achieved; Alignment to University Essential Learning Outcomes

B.S. in Esports Management Learning Outcomes																	
Stockton University Essential Learning Outcomes	1. Knowledge & Abilities								2. Ethics	3. Diversity/Global Issues		4. Communication Skills			Research, Analytical, & Decision Making		6. Team Work
	1a. Management knowledge	1.a.1 Economic, legal and social environments	1a.2. Corporate social responsibility and sustainability	1a.3. Financial management	1a.4. Organizational systems and processes;	1a.5. Hospitality and tourism business strategies.	1b. Reflective thinking	2a. Ethical decisions		3a. Diversity	3b. Global	4a. Oral	4b. Written	4c. Computer Literacy	5a. Analytical research	5b) Graduates will develop HTMS research methods.	
Adapting to Change	X				X	X	X							X	X	X	
Communication Skills											X	X	X				
Creativity and Innovation							X							X	X		
Critical Thinking		X							X	X				X	X		
Ethical Reasoning		X						X	X								
Global Awareness		X							X	X							
Information Literacy and Research Skills																	
Program Competence	X	X	X	X	X	X								X			
Quantitative Reasoning				X									X	X	X		
Teamwork and Collaboration																X	

Table C: Courses in BS Esports Management Program Where Learning Outcomes are Achieved; Assessments Used

Core Course Coverage L = Light Some discussion, but no depth M = Medium Covered with some depth, but not primary focus. H = Heavy Major emphasis Learning Goal		Assessments Used
ESPM Learning Goal Mapping - DRAFT	MKTG 3480 Sports Marketing	Multiple choice assessment, weekly discussion board, oral presentation, written paper
	HTMS 2131 Event Planning	Third Party Certification, weekly multiple choice quizzes
	COMM 2412 Media	Weekly discussion, oral presentation, written paper
	HTMS 3138 Esports and Events	Discussion board, oral presentation, written presentation, group project
	HTMS 3139 Esports Production	Weekly discussions, oral presentation, event execution project
	HTMS 3120 Facilities	Mid-term multiple choice assessment, final multiple choice assessment, oral presentation, written presentation, case analysis, weekly review questions
	HTMS 3126 Econ Trsm	Written assessment, paper, oral presentation, weekly discussions
	HTMS 3101 Mrktng	Oral presentation, written paper, stakeholder evaluation
	HTMS 3111 HR	Short-answer mid-term assessment, short-answer final assessment, case study, written paper, oral presentation
	HTMS 3901 Prof Exp	Reflective essay
	HTMS 3127 Career Dev	Portfolio, reflection essays, oral presentation
	HTMS 4970 Intern	Employer evaluation, self evaluation
	HTMS 4112 Bus Pol	Short-answer mid term, short answer final, individual case study, group written case analysis, group presentation, individual presentation
	HTMS 3110 Legal, Social, Ethical	Weekly reflections, weekly multiple choice quiz, final case study reflection
		HTMS 2111 Financial Accounting
	HTMS 2120 Managerial Accounting	Weekly assignments, quizzes, midterm and final
	CSCI 2101 Programming	Weekly review questions, exams
	CSCI 2102 Programming	Weekly review questions, exams