New Program Report

Date Submitted:
10/19/2023

Institution
Fontbonne University

Site Information

Implementation Date:
8/15/2022 12:00:00 AM

Added Site(s):

Selected Site(s):

Fontbonne University, 6800 Wydown Boulevard, St. Louis, MO, 63105-3098

CIP Information

CIP Code:
310504

CIP Description:
A program that prepares individuals to apply business, coaching and physical education principles to the organization, administration and management of athletic programs and teams, fitness/rehabilitation facilities and health clubs, sport recreation services, and related services. Includes instruction in program planning and development; business and financial management principles; sales, marketing and recruitment; event promotion, scheduling and management; facilities management; public relations; legal aspects of sports; and applicable health and safety standards.

CIP Program Title:
Sport and Fitness Administration/Management

Institution Program Title:
Esports and Gaming Administration

Degree Level/Type

Degree Level:
Bachelor's Degree

Degree Type:
Bachelor of Science

Options Added:

Collaborative Program:
N

Mode of Delivery

Current Mode of Delivery

Hybrid

Student Preparation

Special Admissions Procedure or Student Qualifications required:
None

New Program Report

Specific Population Characteristics to be served:
n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
Fontbonne is accredited by the Higher Learning Commission (HLC) and complies with HLC minimum faculty qualifications. In particular, faculty generally must have a degree in the discipline that is one level higher than offered. In doctoral programs, faculty must have a terminal degree and demonstrate research and accomplishments commensurate with a doctoral program. In some cases, we will also hire faculty that do not meet these criteria but do meet the "tested experience" criteria that we developed to comply with the HLC criteria.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
While this may vary depending on the year and the exact courses chosen by students (including general education courses), we estimate at least 60% of courses will be taught by full-time faculty.

Expectations for professional activities, special student contact, teaching/learning innovation:
All Fontbonne faculty are expected to be up-to-date on their discipline. Full-time faculty, as part of the annual review process, are expected to document professional activities and innovation in the classroom that improves student learning. Fontbonne maintains a low student to faculty ratio, and all faculty have extensive student contact.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 5	Part Time: 0	
Year 2	Full Time: 5	Part Time: 0	
Year 3	Full Time: 5	Part Time: 0	Number of Graduates: 2
Year 4	Full Time: 5	Part Time: 0	
Year 5	Full Time: 5	Part Time: 0	Number of Graduates: 3

Percentage Statement:
n/a

Program Accreditation

Institutional Plans for Accreditation:
none

Program Structure

Total Credits:
120

Residency Requirements:
n/a

General Education Total Credits:
42

Major Requirements Total Credits:
72

Course(s) Added

New Program Report

COURSE NUMBER	CREDITS	COURSE TITLE
SPT 216	3	Convention, Event and Trad Show Planning
BSA 250	3	Business Mathematics
CIS 110	3	Computer Applications: Spreadsheets
MGT 330	3	Management and Business Ethics
MGT 320	3	Organizational Behavior
SPT 315	3	Distrubtion of Games
ACT 210	3	Financial Accounting
ACT 220	3	Managerial Accounting
BSA 410	3	Quantitative Analysis in Business
ENG 201	3	Business Writing
BSA 100	0	Business Components Assessment
MGt 126	3	Introduction to Project Management
ECN 220	3	Principles of Microeconomics
BSA 210	3	Business Law
MKT 210	3	Marketing Principles
MGT 210	3	Management Principles
SPT 126	3	Introduction to Games
SPT 116	3	Introduction to Esports Management
ABA 410	3	Spreadsheet Anaytics
BSA 499	0	Undergradute Business Assessment
COM 102	3	Public Speaking
BSA 310	3	International Business
MTH 115	3	Introduction to Statistics
SPT 460	3	Strategic Management in the Sports Industry
ECN 210	3	Principles of Macroeconomics
SPT ELT	9	Esports Electives

Free Elective Credits:
6

Internship or other Capstone Experience:
Successful completion of the capstone course

Assurances

New Program Report

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: Katie
Piacentini

Email: kpiacentini@fontbonne.edu

Phone: 314-889-4679

Fontbonne University   2023-2024 Undergraduate and Graduate Catalog

Esports and Gaming Administration, B.S.

The Bachelor of Science in Esports and Gaming Administration focuses on the business side of this rapidly growing and expanding industry. The global esports industry has continued on an upward trajectory, and with this growth comes professional opportunities for those with the right mix of education, passion, and experience.

The Esports and Gaming Administration program is ideal for anyone interested in esports, sports management, event management, marketing, or anyone who wants to be a part of an industry with prominent growth potential. In the major, students will gain an understanding the complexities of the industry and its stakeholders, ranging from gamers to billion-dollar media companies. In addition, against the backdrop of various business components, students will learn how to plan and execute esports events, discover how games are created, and recognize the ways in which gaming content is effectively distributed.

Students enrolled in the Bachelor of Science in Esports and Gaming Administration will be taught both through traditional face-to-face and online courses, taught by leading experts in the field of business and esports management.

Learning Outcomes

- Describe the various aspects of planning, organizing, and executing esports events across multiple facets of business and venue management.
- Describe the games industry, and a basic understanding of how technology-based companies operate.
- Recognize the complexities specific to managing esports teams and leagues.
- Evaluate revenue streams and risk factors in esports and related businesses.
- Understand the strategies necessary to support the business of esports and esports events.

Business Core (36 Credits)

- BSA 100 - Business Components Assessment **Credit(s): 0**
- ACT 210 - Financial Accounting **Credit(s): 3**
- ACT 220 - Managerial Accounting **Credit(s): 3**
- ECN 210 - Principles of Macro Economics **Credit(s): 3** OR ECN 220 - Principles of Micro Economics **Credit(s): 3**
- BSA 210 - Business Law **Credit(s): 3**
- BSA 250 - Business Mathematics **Credit(s): 3**
- BSA 310 - International Business **Credit(s): 3**
- BSA 410 - Quantitative Analysis in Business **Credit(s): 3** OR ABA 410 - Spreadsheet Analytics **Credit(s): 3**
- BSA 499 - Undergraduate Business Assessment **Credit(s): 0**
- MKT 210 - Marketing Principles **Credit(s): 3**

- MGT 210 - Management Principles **Credit(s): 3**
- MGT 320 - Organizational Behavior **Credit(s): 3**
- MGT 330 - Management and Business Ethics **Credit(s): 3**
- SPT 460 - Strategic Management in the Sports Industry **Credit(s): 3**

eSports Management Core (15 Credits)

- MGT 126 - Introduction to Project Management **Credit(s): 3**
- SPT 116 - Introduction to Esports Management **Credit(s): 3**
- SPT 126 - Introduction to Games **Credit(s): 3**
- SPT 216 - Convention, Event, and Trade Show Planning **Credit(s): 3**
- SPT 316 - Distribution of Games **Credit(s):**

eSports Management Electives (9 Credits)

Choose three of the following.

- CIS 160 - Computer Science I **Credit(s): 4**
- CIS 161 - Advanced Programming using C++ **Credit(s): 4**
- CIS 355 - Principles of Operating Systems **Credit(s): 3**
- PSY 310 - Social Psychology **Credit(s): 3**
- PSY 327 - Industrial/Organizational Psychology **Credit(s): 3**
- PSY 335 - Cognitive Psychology **Credit(s): 3**
- SPT 101 - Introduction to Sports Management **Credit(s): 3**
- SPT 205 - Sport Accounting and Finance **Credit(s): 3**
- SPT 310 - Social Aspects of Sports **Credit(s): 3**
- SPT 495 - Internship in Sports Management **Credit(s): 3-9**

Courses Required in Other Disciplines (12 Credits)

- CIS 110 - Computer Applications: Spreadsheet **Credit(s): 3**
- COM 102 - Public Speaking **Credit(s): 3**
- ENG 201 - Business Writing **Credit(s): 3**
- MTH 115 - Introduction to Statistics **Credit(s): 3**

- Academics
  - College of Arts and Sciences
  - College of Education and Allied Health Professions
  - Eckelkamp College of Global Business and Professional Studies
  - Online Learning
  - View All Academic Programs
  - Academic Affairs
  - Course Catalog
  - Academic Accreditation
  - Library
  - Digital Commons
- Admission & Financial Aid
  - Apply Now

- ○ Visit Us
- ○ Freshmen
- ○ Graduate
- ○ Transfer
- ○ International
- ○ Corporate Employees
- ○ Registrar
- ○ Paying for College
- Student Life
- ○ Living on Campus
- ○ Getting Involved
- ○ Student Services
- ○ Career Development
- Athletics
- Giving
- ○ Annual Fund
- ○ Seasonal Events
- ○ Community Relations
- ○ Planned Giving
- ○ Campaign
- ○ Giving Societies
- About Us
- ○ Our Story
- ○ What We Believe
- ○ Mission
- ○ Leadership
- ○ Our Community
- ○ Fontbonne Magazine
- ○ By the Numbers
- ○ University News
- ○ Faculty Directory
- ○ Employment

Search…

🔍

Search

Search…

🔍

Search