



Syllabus. Introduction to esports: why could you fall for esports?



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Justification

Electronic sports, known as "esports", is a term you have probably all heard of, without always having a clear understanding about how it became this independent and unique industry. Regularly compared to sports, esports are more and more visible these days as a specific discipline due to the promotion of its actors and influencers.

For the general public, esports may also still vehiculate cliches and misconceptions. Actually, with the multiplication of the number of players and gaming awareness, esports are undeniably an evolving market, full of passion, ambition, and business opportunities for future generations.

According to Newzoo's 2021 Global Esports and Live Streaming Market Report:

- Esports revenues around the world will surpass \$1.08 billion in 2021, which is a 14.5% increase from \$947.1 million in 2020, and
- 465.1 million people watch esports (up +6.7% year on year).

In order to apprehend esports, you would need to understand where it comes from, where we are at the moment, and where we are going. The program will provide basics of esports understanding, from the historical aspect, through the whole ecosystem description, towards the stakes this domain is currently facing. It can help you find inspiration or even opportunities, in order to work in esports or collaborate with the actors of this exciting industry.

The need and opportunity of the project should be indicated in 2 to 3 paragraphs, regarding social demands, the technological developments of the area, supported by studies of need, demand and similar services available. It is recommended to include the labor field, the demand and its context, the existing training offer, the occupational field of the future graduate and the potential impact on the political, social, economic, and cultural aspects.

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Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

360° global understanding of the esports industry.

Specific objectives

- 1 Describe what esports are.
- 2 Understand the ecosystem actors.
- 3 Knowledge of the esports business principles.
- 4 Understand the stakes and be able to find opportunities.

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Skills

The skills we hope you will develop throughout this course are:

General skills

- 1 Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2 The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3 Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

Describe the esports industry.

Capacity to identify and mention ecosystem actors.

Knowledge of the esports business.

Capacity to compare stakes and challenging topics.

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Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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Module 1. Genesis: historical aspects and comparison with sports

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Module 2. Esports ecosystem: introduction to esports actors

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Module 3. Esports business model: a powerful market

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Module 4. Esports Challenges: past, present, and future
