SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

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AGENDA ITEM: 5 – B (1)
DATE: April 3-4, 2024

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SUBJECT

New Specialization Request – DSU – Specialization in Esports Management – BBA in Business Administration

CONTROLLING STATUTE, RULE, OR POLICY

BOR Policy 2.3.2 – New Programs, Program Modifications, and Inactivation/Termination

BACKGROUND / DISCUSSION

Dakota State University (DSU) requests authorization to offer a specialization in Esports Management within BBA in Business Administration program. The program will provide the knowledge and skills needed to be successful managers and leaders. Students will be able to develop, promote and manage esports events as well as develop an understanding of the technical and environmental aspects of the esports ecosystem.

IMPACT AND RECOMMENDATION

DSU requests authorization to offer the specialization on campus and online. DSU is not requesting additional state resources to offer the program. No new courses will be required.

Board office staff recommends approval of the program.

ATTACHMENTS

Attachment I – New Specialization Request Form: DSU – Esports Management – Business Administration (BBA)

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DRAFT MOTION 20240403_5-B(1):

I move to authorize DSU to offer a specialization in Esports Management within the BBA in Business Administration program, as presented.

SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

New Specialization

Use this form to propose a new specialization within an existing degree program. Specializations provide students with an alternative to the primary format of the major or it may be one of several tracks within a broad major. Specializations contain courses within the discipline(s) of the existing program. Specializations appear in the institutional catalog and on the transcript. Majors that offer specializations typically have one-third to two-thirds of the credits in common with the remaining course work fulfilling the requirements of the specialization(s) offered. The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Specialization Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

UNIVERSITY:	DSU
TITLE OF PROPOSED SPECIALIZATION:	**Esports Management**
NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED:	**BBA Business Administration**
BANNER PROGRAM CODE:	**520201**
INTENDED DATE OF IMPLEMENTATION:	**1/1/2024**
PROPOSED CIP CODE:	**520201**
UNIVERSITY DEPARTMENT:	**College of Business and Information Systems**
BANNER DEPARTMENT CODE:	**DCBIS 8N**
UNIVERSITY DIVISION:	**Business**
BANNER DIVISION CODE:	**DBUS**

☒ **Please check this box to confirm that:**

- The individual preparing this request has read AAC Guideline 2.6, which pertains to new specialization requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Rebecca S. Hoey	11/16/2023
Institutional Approval Signature	Date
President or Chief Academic Officer of the University	

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. **Level of the Specialization (*place an "X" in the appropriate box*):**

    Baccalaureate   ☒   Master's   ☐   Doctoral   ☐

2. **What is the nature/purpose of the proposed specialization? Please include a brief (1-2 sentence) description of the academic field in this specialization.**

    The Esports Management specialization prepares students for careers in the esports industry. The program will provide the knowledge and skills needed to be successful managers and leaders. Students will be able to develop, promote and manage esports events as well as develop an understanding of the technical and environmental aspects of the esports ecosystem.

    o   Analyze fundamental business principles as they apply to managing events in the Esports industry.
    o   Describe the technical requirements involved in producing Esports programs.
    o   Use communication strategies tailored to the management of specific audiences in the Esports setting.

3. **Provide a justification for the specialization, including the potential benefits to students and potential workforce demand for those who graduate with the credential.** *For workforce related information, please provide data and examples. Data may include, but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.*

    The esports industry has experienced tremendous growth in recent years, with a global audience of over 500 million people and revenues expected to reach $1.08 billion in 2021, according to Newzoo's Global Esports Market Report.[1]

    The industry has seen significant investment from major brands, as well as the establishment of professional leagues and tournaments with multi-million-dollar prize pools. Esports has also gained recognition as a legitimate sport, with players receiving visas as professional athletes and esports being included in major sporting events such as the Asian Games and the Olympics.

    Esports has also seen growth in terms of viewership and engagement, with online platforms such as Twitch and YouTube providing a global audience for live broadcasts and replays of tournaments and matches.

    Furthermore, the COVID-19 pandemic has accelerated the growth of esports as traditional sports were suspended, leading to an increase in viewership and engagement. This trend is expected to continue, as esports offers a digital alternative that can be played and watched from anywhere in the world.

    Overall, the esports industry is expected to continue to grow in the coming years, driven by the increasing popularity of competitive gaming, the expansion of professional leagues and teams, and the continued investment from brands and advertisers.

    We looked at US government data but found it lagging behind the industry's rapid change. The Bureau of Labor Statistics Occupational Outlook Handbook was reviewed for ways among several of considering this evolving career. A few are provided as examples:

    ●   Entertainment and Sports Occupations, for workers who perform artistic and athletic ventures. Overall employment in entertainment and sports occupations is projected to grow 13 percent from 2021 to

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[1] https://newzoo.com/insights/trend-reports/newzoo-global-esports-live-streaming-market-report-2022-free-version

2031, much faster than the average for all occupations; this increase is expected to result in about 95,500 new jobs over the decade. In addition to new jobs from growth, opportunities arise from the need to replace workers who leave their occupations permanently. About 106,200 openings each year, on average, are projected to come from growth and replacement needs. The median annual wage for this group was $49,470 in May 2021, which was higher than the median annual wage for all occupations of $45,760.[2]

- Advertising, Promotions, and Marketing Managers who plan programs to generate interest in products or services. Overall employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2021 to 2031, faster than the average for all occupations. About 35,300 openings for advertising, promotions, and marketing managers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire. The median annual wage for advertising and promotions managers was $127,150 in May 2021.The median annual wage for marketing managers was $135,030 in May 2021.[3]

- Management Occupations: Workers in these occupations establish plans and policies, direct business activities, and oversee people, products, and services. Overall employment in management occupations is projected to grow 8 percent from 2021 to 2031, faster than the average for all occupations; this increase is expected to result in about 883,900 new jobs over the decade. In addition to new jobs from growth, opportunities arise from the need to replace workers who leave their occupations permanently. About 1.1 million openings each year, on average, are projected to come from growth and replacement needs. The median annual wage for this group was $102,450 in May 2021, which was the highest of all.

- A recent internet search for esports jobs show there is a demand. There are a wide variety of job titles, such as esports copywriter, esports coach, esports operations director, esports game operation analyst, esports social media manager, gaming and esports account manager, and more. For example, Indeed.com showed 810 jobs available[4], LinkedIn.com listed 626 esports jobs in the United States[5], and ZipRecruiter.com had 305 esports jobs available in a $33k-$135k salary range.[6]

4. **List the proposed curriculum for the specialization (including the requirements for completing the major – <mark>highlight courses in the specialization</mark>):**

Prefix	Number	Course Title *(add or delete rows as needed)*	Credit Hours	New (yes, no)
Required Core			**60**	
ACCT	210	Principles of Accounting I	3	No
ACCT	211	Principles of Accounting II	3	No
BADM	101	Survey of Business	3	No
BADM	220	Business Statistics	3	No
BADM	310	Business Finance	3	No
BADM	321	Business Statistics II	3	No
BADM	344	Managerial Communications	3	No
BADM	350	Legal Environment of Business	3	No
BADM	360	Organization and Management	3	No
BADM	370	Marketing	3	No

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[2] https://www.bls.gov/ooh/entertainment-and-sports/home.htm
[3] https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm
[4] https://www.indeed.com/q-Esports-jobs.html?vjk=001736bfed2823d3
[5] https://www.linkedin.com/jobs/esports-jobs
[6] https://www.ziprecruiter.com › Jobs › Esports

BADM	405	International Trade and Finance	3	No
BADM	425	Production and Operations Management	3	No
BADM	457	Business Ethics	3	No
BADM	482	Business Policy and Strategy	3	No
CIS	325	Management Information Systems	3	No
ECON	201	Principles of Microeconomics	3	No
ECON	202	Principles of Macroeconomics	3	No
Esports Management Specialization			21	
CET	432	Esports Foundations and Systems	3	No
GAME	110	Introduction to Esports	3	No
GAME	210	Contemporary Issues in Esports	3	No
GAME	476	Fan Experience, Sportainment, and Brand Management	3	No
GAME	487	Facility, Risk, and Event Management in Sports	3	No
MCOM	353	Digital Media Communication	3	No
Choose one course from the following:			3	
GAME	215	Analytics for Competitive Gaming		No
DAD	222	Audio Production I: Foundations		No
DAD	280	Film Editing		No
BADM	336	Entrepreneurship I		No
CIS	338	Project Management		No
BADM	481	Promotional Management		No

Total number of hours required for completion of specialization	21
Total number of hours required for completion of major	60
Total number of hours required for completion of degree	120

5. Delivery Location

Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire specialization through distance technology (e.g., as an on-line program)?

	Yes/No	*Intended Start Date*
On campus	Yes	**Fall 2024**

	Yes/No	*If Yes, list location(s)*	*Intended Start Date*
Off campus	No		Choose an item. Choose an item.

	Yes/No	*If Yes, identify delivery methods* *Delivery methods are defined in AAC Guideline 5.5.*	*Intended Start Date*
Distance Delivery (online/other distance delivery methods)	Yes	015 online asynchronous	**Fall 2024**

AAC Form 2.6 – New Specialization
(Last Revised 01/2021)

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the specialization through distance learning (e.g., as an on-line program)? *This question responds to HLC definitions for distance delivery.*

	Yes/No	*If Yes, identify delivery methods*	*Intended Start Date*
Distance Delivery (online/other distance delivery methods)	No		Choose an item. Choose an item.

6. **Additional Information:** *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*