

**SOUTH DAKOTA BOARD OF REGENTS**

**Academic and Student Affairs**  
**Consent**

**AGENDA ITEM: 5 – A (2)**  
**DATE: April 3-4, 2024**

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**SUBJECT**

**New Program Request – DSU – Minor in Esports Leadership**

**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 minor in Esports Leadership. The proposed minor combines concepts of leadership and competition and will prepare leaders in the emerging esports market. The program will provide a comprehensive understanding of the leadership roles and responsibilities in the esports industry. Through coursework and interactive experiences, students will gain the knowledge and skills needed to pursue successful careers in esports leadership.

**IMPACT AND RECOMMENDATION**

DSU plans to offer the minor in Esports Leadership on campus and online. DSU does not request new state resources. No new courses will be required. DSU estimates 10 students enrolled and 10 graduates by the fourth year of the program.

Board office staff recommends approval.

**ATTACHMENTS**

Attachment I – New Program Request Summary: DSU – Minor in Esports Leadership

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**DRAFT MOTION 20240403\_5-A(2):**

I move to authorize DSU to offer a minor in Esports Leadership, as presented.



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**New Baccalaureate Degree Minor**

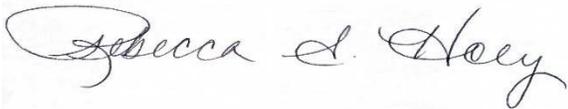
<b>UNIVERSITY:</b>	DSU
<b>TITLE OF PROPOSED MINOR:</b>	Esports Leadership
<b>DEGREE(S) IN WHICH MINOR MAY BE EARNED:</b>	BBA, Digital Arts and Design, Game Design, Education
<b>EXISTING RELATED MAJORS OR MINORS:</b>	None
<b>INTENDED DATE OF IMPLEMENTATION:</b>	Fall 2023
<b>PROPOSED CIP CODE:</b>	31.0504
<b>UNIVERSITY DEPARTMENT:</b>	Education
<b>BANNER DEPARTMENT CODE:</b>	DEDU
<b>UNIVERSITY DIVISION:</b>	College of Education
<b>BANNER DIVISION CODE:</b>	DED

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

- The individual preparing this request has read [AAC Guideline 2.8](#), which pertains to new baccalaureate degree minor 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.*



\_\_\_\_\_  
President of the University

10/19/2023

\_\_\_\_\_  
Date

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

1. Do you have a major in this field (place an "X" in the appropriate box)?



Yes

No

**2. If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.**

*Links to the applicable State statute, Board Policy, and the Board of Regents Strategic Plan are listed below for each campus.*

BHSU:	<a href="#">SDCL § 13-59</a>	<a href="#">BOR Policy 1:10:4</a>
DSU:	<a href="#">SDCL § 13-59</a>	<a href="#">BOR Policy 1:10:5</a>
NSU:	<a href="#">SDCL § 13-59</a>	<a href="#">BOR Policy 1:10:6</a>
SDSMT:	<a href="#">SDCL § 13-60</a>	<a href="#">BOR Policy 1:10:3</a>
SDSU:	<a href="#">SDCL § 13-58</a>	<a href="#">BOR Policy 1:10:2</a>
USD:	<a href="#">SDCL § 13-57</a>	<a href="#">BOR Policy 1:10:1</a>

[Board of Regents Strategic Plan 2014-2020](#)

DSU is ideally suited to offer a minor in Esports Leadership. Our academic portfolio includes a BS in Computer Game Design, a BBA in Business with specializations in Marketing and Management, and a BS in Digital Art and Design with specializations in computer graphics, digital sound design and production animation. We employ a full-time esports coach, and our esports athletic team is one of the largest and fastest growing athletic programs at DSU, with 122 athletes competing in 2022-23 and 129 this fall. DSU has hosted SDHSAA clinics for high school teachers and administrators interested in developing esports programs. Given our mission and our strength in computer and cyber technologies, cyber leadership, education, business, and esports, degrees in esports leadership are a natural area for growth.

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

This minor combines concepts of leadership and competition and will prepare leaders in the emerging esports market. This program will provide a comprehensive understanding of the leadership roles and responsibilities in the esports industry. Through coursework, and interactive experiences, students will gain the knowledge and skills needed to pursue successful careers in esports leadership.

**4. How will the proposed minor benefit students?**

Graduates of this minor will be able to assist in researching, planning, organizing, and producing live esports events. This minor can also lead to establishing a competitive esports program.

**5. Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota. Provide data and examples; data sources 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 demand for esports leadership positions is growing as the industry continues to expand and mature. Individuals with the right combination of skills and experience will be in high demand, and those who can demonstrate their ability to lead and succeed in this dynamic industry will have many exciting opportunities available to them. This minor will provide skills for stepping into this industry.

6. Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates (*replace “XX” in the table with the appropriate year*).

<i>Estimates</i>	Fiscal Years*			
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	FY24	FY 25	FY 26	FY 27
<b>Students enrolled in the minor (fall)</b>	<b>6</b>	<b>10</b>	<b>10</b>	<b>10</b>
<b>Completions by graduates</b>			<b>6</b>	<b>10</b>

\*Do not include current fiscal year.

The esports athletic team is one of the largest and fastest growing athletic programs at DSU, with 122 athletes competing in 2022-23. Given our mission and our strength in computer and cyber technologies, cyber leadership, education, business, and esports, degrees in esports leadership are a natural area for growth. We expect this minor to be very attractive to our student athletes.

The university offered GAME 110 Introduction to Esports this fall as an elective course and had healthy enrollment numbers. GAME 210 Contemporary Issues in Esports will be offered this spring.

7. What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.

The curriculum was developed to provide students with a unique learning experience that can engage students who may not be interested in traditional sports or activities. Developing a curriculum for esports can provide students with an opportunity to explore a new field of interest and engage in hands-on learning experiences that are relevant to the industry.

8. Complete the tables below. Explain any exceptions to Board policy requested.

*Minors by design are limited in the number of credit hours required for completion. Minors typically consist of eighteen (18) credit hours, including prerequisite courses. In addition, minors typically involve existing courses. If the curriculum consists of more than eighteen (18) credit hours (including prerequisites) or new courses, please provide explanation and justification below.*

**A. Distribution of Credit Hours**

[Insert title of proposed minor]	Credit Hours	Percent
Requirements in minor	18	100%
Electives in minor	0	0%
Total	18	100%

**B. Required Courses in the Minor**

Prefix	Number	Course Title <i>(add or delete rows as needed)</i>	Prerequisites for Course <i>Include credits for prerequisites in subtotal below.</i>	Credit Hours	New (yes, no)
GAME	110	Introduction to Esports		3	No
GAME	210	Contemporary Issues in Esports	GAME 110	3	No
MCOM	353	Digital Media Communications		3	No
CET	432	Esports Foundations and Systems		3	No
GAME	476	Fan Experience, Sportainment, and Brand Management		3	No
GAME	487	Facility, Risk and Event Management in Sports		3	No
Subtotal				18	

**9. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.**

Prefix	Number	Course Title <i>(add or delete rows as needed)</i>	Prerequisites for Course <i>Include credits for prerequisites in subtotal below.</i>	Credit Hours	New (yes, no)
		None			Choose an item.
Subtotal					

**A. What are the learning outcomes expected for all students who complete the minor? How will students achieve these outcomes? *Complete the table below to list specific learning outcomes—knowledge and competencies—for courses in the proposed program in each row. Label each column heading with a course prefix and number. Indicate required courses with an asterisk (\*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.***

Individual Student Outcome <i>(Same as in the text of the proposal)</i>	Program Courses that Address the Outcomes					
	GAME 110	GAME 210	MCOM 353	CET 432	GAME 476	GAME 487
Recognize influences (technical and historical) that impact the evolving Esports landscape.	X	X	X			
Develop an Esports leadership plan to implement successful brand strategies and fan engagement.				X	X	X
Align Esports development goals with inclusive opportunities for all students.	X	X		X		

Modify the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.

**10. What instructional approaches and technologies will instructors use to teach courses in the minor?** *This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.*

Courses will be taught using online learning platforms, learning management systems, Mobile learning applications, E-books and textbooks, Virtual classrooms, Webinars and webcasts, Online simulations, social media, Web 2.0 tools, Augmented reality, Digital cameras, Drone cameras, and Video and audio conferencing.

**11. 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., USD Community Center for Sioux Falls, Black Hills State University-Rapid City, Capital City Campus, etc.) or deliver the entire program through distance technology (e.g., as an online program)?**

	Yes/No	Intended Start Date
<b>On campus</b>	Yes	Fall 2024

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

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in <a href="#">AAC Guideline 5.5.</a></i>	Intended Start Date
<b>Distance Delivery (online/other distance delivery methods)</b>	Yes	Online – Asynchronous	Fall 2024
<b>Does another BOR institution already have authorization to offer the program online?</b>	No	<b>If yes, identify institutions:</b>	

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

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

**12. Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy. If not requesting any exceptions, enter "None."**

No

**13. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Address off-campus or distance delivery separately.**

DSU has faculty with the expertise to teach the courses and they will be included in the course rotation within the current faculty workload.

**14. New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (place an "X" in the appropriate box).**

YES,

*the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.*

NO,

*the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.*

**15. 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.**