

ESPORTS BUSINESS, CERTIFICATE

Certificate in Esports Business (650300C)

This certificate is prepared to respond to the industry's need for business professionals by providing a platform to our students that will promote intellectual discussion/knowledge creation about the esports industry. Specifically, this certificate will prepare students planning to work in the esports industry with the knowledge base necessary to understand up-to-date information about current global esports ecosystem.

College of Business Undergraduate Programs

<http://www.uakron.edu/business/advising> (<http://www.uakron.edu/business/advising/>)

(330) 972-7042

Email: Business Advising (businessadvising@uakron.edu)

College of Business room 260

The following information has official approval of **The Department of Management** and **The College of Business**, but is intended only as a guide. Completion of this certificate is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.

College of Business Policies for Certificates:

- Complete all certificate requirements prior to graduation.
- Earn a 2.0 GPA in all certificate coursework.
- Maintain a cumulative 2.0 GPA in all undergraduate coursework.
- Complete all prerequisites for each course.
- Courses may not be taken as pass/fail.
- Complete at least 6 additional credits not needed for any other major, minor, or certificate.
- Earn at least 9 credits at The University of Akron in the College of Business.
- Declare the certificate in the Business Undergraduate Advising Office, College of Business room 260.

Summary

Code	Title	Hours
Required Courses		12
Electives		3
Total Hours		15

Required Courses

Code	Title	Hours
MGMT 380	Global Esports Business Management	3
MGMT 400	Esports Event Management	3
MKTG 205	Marketing Principles	3
ECON 200 or ECON 244	Principles of Microeconomics Introduction to Economic Analysis	3
Total Hours		12

Electives

Code	Title	Hours
Select one of the following:		3
ENTRE 201	Introduction to Entrepreneurship	
MGMT 422	Applied Sales in Sport	
INTB 205	International Business	
COMM 307	Principles of Social Media	
SALES 275	Professional Selling	
MKTG 355	Consumer Behavior	
Total Hours		3