

# 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

[businessadvising@uakron.edu](mailto: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
<b>Total Hours</b>		<b>15</b>

## 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	Principles of Microeconomics	3
or ECON 244	Introduction to Economic Analysis	
<b>Total Hours</b>		<b>12</b>

## Electives

Code	Title	Hours
<b>Select one of the following:</b>		<b>3</b>
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	
<b>Total Hours</b>		<b>3</b>