

# Esports Business and Entertainment, B.A.

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## Degree Offered

- Bachelor of Arts

## Nature of the Program

The Esports Business and Entertainment major is a collaborative program housed in the College of Intercollegiate Programs. In addition to the esports courses delivered by the College of Intercollegiate Programs, courses focused on sport management are delivered by the College of Applied Human Sciences, courses focused on business are delivered by the Chambers College of Business and Economics, and courses focused on entertainment are delivered by the College of Creative Arts and Media. Courses expose students to esports in contemporary society, in health and wellness, business, governance, marketing, and event management. The programs' skills-based courses allow students to gain hands-on experience in various areas the field.

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## FACULTY

### ESPORTS ACADEMIC PROGRAM DIRECTOR

- Christopher Scroggins - M.S. (James Madison University)  
Co-founder of Esports Development and Growth Enterprise (EDGE), helping institutions and companies develop and grow their esports organizations, Co-founder of the National Scholastic Esports League (NSEL).

## Admissions for 2025-2026

To be admitted to WVU's Esports Business and Entertainment major, first-time freshman must meet WVU's first-time freshman admission requirements (<https://admissions.wvu.edu/how-to-apply/first-time-freshmen/admission-requirements/>) for the 2024-25 academic year. Interested in Transferring? Review the transfer admission requirements (<https://admissions.wvu.edu/how-to-apply/transfer-students/#anchor-transferreqs>).

Major Code: 1205

[Click Here to view the Suggested Plan of Study.](#) (p. 2)

## General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
<b>General Education Foundations</b>		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

## Curriculum Requirements

Code	Title	Hours
	University Requirements	56-59
	Esports Business and Entertainment Major Requirements	61-64
	Total Hours	120

## University Requirements

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	Outstanding GEF Requirements 1, 2, 4, 5, 6 and 7	24
WVUE 191	First Year Seminar	2
	General Electives	30-33
	Total Hours	56-59

## Esports Business and Entertainment Major Requirements

Code	Title	Hours
<b>Esports Core Requirements</b>		
A minimum grade of C- is required in all Esports Core Requirements.		
ESPT 101	Introduction to Esports	3
ESPT 199	Esports Career Exploration	1
ESPT 201	Esports in Contemporary Society	3
ESPT 290	Esports Health and Wellness	3
ESPT 420	Esports Event Management	3
ESPT 480	Esports Senior Capstone: Career Preparation and Readiness	3
ESPT 491	Professional Field Experience	6
BCOR 310	Esports Business	3
SM 321	Esports Governance	3
SM 322	Esports Marketing	3
or BCOR 350	Principles of Marketing	
STAT 111	Understanding Statistics (GEF 3)	3
<b>Required Area of Emphasis</b>		<b>12-15</b>
Select one of the following:		
Esports Business Development (15 Total Hours) *		
Esports Marketing (12 Total Hours)		
<b>Required Minor</b>		<b>15</b>
Total Hours		61-64

\*

Students pursuing the Esports Business Development area of emphasis will not be eligible to pursue the Entrepreneurship minor.

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 ESPT 201	3
ESPT 101		3 GEF 2	3
ESPT 199		1 GEF 4	3
WVUE 191		2 General Elective	3
GEF 5		3 General Elective	3
GEF 2		3	
		15	15

**Second Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
ENGL 102 (GEF 1)		3 BCOR 310	3
ESPT 290		3 Minor Course	3
STAT 111 (GEF 3)		3 Minor Course	3
Minor Course		3 GEF 7	3
GEF 6		3 General Elective	3
		15	15

**Third Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
SM 321		3 SM 322	3
Area of Emphasis Course		3 Area of Emphasis Course	3
Minor Course		3 Area of Emphasis Course	3
General Elective		3 Minor Course	3
General Elective		3 General Elective	3
		15	15

**Fourth Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
ESPT 420		3 ESPT 491	6
ESPT 480		3 General Elective	3
Area of Emphasis Course		3 General Elective	3
General Elective		3 General Elective	3
General Elective		3	
		15	15

Total credit hours: 120

**Areas of Emphasis**

Students must select and complete one of the following Areas of Emphasis as part of the Esports Business and Entertainment program.

- Esports Business Development (p. 3)
- Esports Marketing (p. 3)

**Esports Business Development Area of Emphasis**

The Area of Emphasis in Esports Business Development will provide expertise to students in the Esports Business and Entertainment major in order to become successful entrepreneurs and business owners and/or operators.

**Course Requirements:** In order to satisfy the requirements of this AOE, students must successfully complete all of the required courses.

<b>Code</b>	<b>Title</b>	<b>Hours</b>
ENTR 440	Small Business Consulting	3
ENTR 460	Entrepreneurship Practicum	3
BCOR 370	Principles of Management	3
MKTG 350	Product and Brand Management	3
ENTR 400	Advanced Concepts in Entrepreneurship	3
Total Hours		15

**Esports Marketing Area of Emphasis**

The Area of Emphasis in Esports Marketing will provide expertise to students in the Esports Business and Entertainment major in order to increase their ability to market their personal brand, events, reach different target markets, and utilize different media platforms.

**Course Requirements:** In order to satisfy the requirements of this AOE, students must successfully complete all of the required courses.

<b>Code</b>	<b>Title</b>	<b>Hours</b>
MKTG 315	Buyer Behavior	3
MKTG 325	Marketing Research	3
MKTG 475	Social Media and Marketing	3
MKTG 485	Global Marketing	3
Total Hours		12

## Major Learning Outcomes

### ESPORTS BUSINESS AND ENTERTAINMENT

Students will be able to:

- Outline the concepts and skills necessary to be an accomplished leader in the esports and entertainment industries
- Understand current developing sectors and areas of growth within the esports industry and how they affect business decisions
- Demonstrate the ability to engage in civil discourse with peers, colleagues, and key stakeholders in order to successfully complete a task or common goal
- Deconstruct esports positions and careers to determine the necessary skills to successfully complete the roles and responsibilities
- Critically evaluate the operations, procedures, and best practices within the esports and entertainment industries
- Collaborate with peers to create meaningful policies, organize events, and leverage digital media to initiate positive change within esports

## Degree Progress

- Students must complete each class in the Esports Core with a grade of C- or higher. If a student does not receive a C- in an Esports Core course, they will need to repeat the course to earn a higher grade. The Esports Core does not include minors or AOE's.
- By the end of a student's first year in the major, they must complete ESPT 101 to continue in the major.
- Prior to enrolling in ESPT 290, learners must have successfully completed (received a C- or higher) ESPT 101, ESPT 199 and ESPT 201.
- Students will complete a section of ESPT 491, professional field experience, in the Spring term of their last year.
- Students who do not meet these benchmarks may be removed from the major.