ESPORTS

Esports Business and Entertainment, B.A.

MORE THAN A GAME

🐦 **@WVUEsports**

📷 **@WVUEsports**

The Esports Business and Entertainment program provides direct experience in the multibillion-dollar gaming industry. Students begin on day one with courses in the major, which provides four years of practical skills-based learning. Course topics focus on business, governance, marketing, event management, and health and wellness in esports. Program assignments and projects include creating content, looking at viewership and how to improve it, live streaming events, all the way to planning and delivering competitions. Upon completion, students will have gained knowledge and impressive experience that is comparable to those who have been working in the industry.

CURRICULUM

In this collaborative program, courses are offered by the College of Intercollegiate Programs, the College of Applied Sciences, the Chambers College of Business & Economics, and the Reed College of Media.

UNIVERSITY REQUIREMENTS   **58-61**
- General Education Foundation courses
- General Electives

ESPORTS MAJOR REQUIREMENTS   **59-62**
- Esports Core Courses
- Required Area of Emphasis (Select one):
  - Esports Business Development
  - Esports Marketing

TOTAL CREDIT HOURS   **120**

ADMISSIONS CRITERIA FOR FIRST-TIME FRESHMEN AND TRANSFER STUDENTS IS LOCATED AT
admissions.wvu.edu/how-to-apply

LEARN MORE ON OUR WEBSITE
esports.wvu.edu

esportsmajor@mail.wvu.edu   304-293-2675

HOW IS THE ESPORTS BUSINESS & ENTERTAINMENT PROGRAM DIFFERENT FROM OTHERS

The growth in Esports over the last 5 years has created the need for business professionals who have experience in the industry. Students can apply the hard, soft, and social skills gained to any area in esports or to other industries and disciplines.

HARD SKILLS

Management
Marketing
Business Administration
Project, Event, Facility Management

SOFT & SOCIAL SKILLS

Effective Communication
Leadership
Professional Networking
Critical Thinking
Building and Maintaining Interpersonal Relationships