

**NEW ACADEMIC DEGREE PROGRAM  
SUMMARY FOR PROGRAM ANNOUNCEMENT**

<b>Institution</b>	Stockton University
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Freedom, Integrity and Respect, Shared Governance, Community Engagement and Civic Responsibility, Global Perspectives, and Sustainability and Environmental Stewardship.

Stockton University is accredited by the Middle States Commission on Higher Education (MSCHE), an institutional accreditation agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation. Specifically, the Council and

900 that are remote. There are 746 open jobs in the surrounding area to Stockton University including New Jersey (466), Delaware, New York, Pennsylvania, Maryland, and Washington DC.<sup>4</sup>

The School of Business sees the creation of a Bachelor of Science in Esports Management as an opportunity to expand the applicant pool at Stockton's School of Business by offering prospective students the ability to major in a new and exciting program that will prepare them for a successful career within the rapidly growing Esports industry. Moreover, the creation of a Bachelor of Science in Esports Management aligns with several strategies Stockton plans to pursue as part of its current Strategic Plan, which focuses on six key areas: Inclusive Student Success, Diversity and Inclusion, Teaching and Learning, Strategic Enrollment Management, Financial Sustainability, Campus Community, Communication, and Shared Governance.<sup>5</sup>

For example, under the area of Inclusive Student Success, Stockton plans to “[b]uild enrollment strategies that position Stockton as a first-choice academic home for a diverse, high achieving applicant pool.” Creating a program that is focused solely on Esports will attract an array of prospective students to consider Stockton for their undergraduate degree. Degrees in Esports are emergent, with many schools pursuing offerings to help prepare work ready students. At present, Stockton University does not offer a degree program, minor, or certificate offering in this area although the HTMS program includes Esports curriculum in several course offerings; however, Esports has not been the primary focus. Under the area of Teaching and Learning, Stockton plans to “[e]mbrace new academic programs and approaches that enhance teaching and learning, respond to changing social and economic conditions, and prepare students for emerging fields.” Offering an Esports Management program will provide the faculty with flexibility to shape the program curriculum to meet the emerging needs of this field. For example, as discussed below, the skills and knowledge expected of Esports Event Management professionals is evolving, and this new program will allow the curriculum to adapt to these changes as the market for Esports matures.

As part of Strategic Enrollment Management, Stockton seeks to “[d]evelop enrollment and retention strategies at the institutional, school and program levels that account for our mission, market demand, cost, and capacity.” As explained in greater detail below, developing an Esports Management program is consistent with market demand, as students and employers in the field

Management and related hospitality, tourism, and business topics, along with 48 credits of non-business courses, including Stockton's general studies curriculum that ensures students have an interdisciplinary, liberal arts education, not to mention required professional development and internship hour requirements.

More simply, the Esports Management BS degree is a highly interdisciplinary degree building foundations across the School of Business including Hospitality, Tourism and Event Management, Business Studies (Accounting, Finance, Management, Marketing), and Computer Science. Students enrolled in this program will gain hands-on experience within the University's Esports team, local professional Esports organizations, and Atlantic City Business event partners. Furthermore, the New Jersey Economic Development Authority (NJEDA) and Stockton University signed a memorandum of understanding (MOU) in 2021 to establish an Esports Innovation Center at the university's Atlantic City campus. The Center is expected to help advance the goal of estabQq0.0000re,

students completed the survey. Overall, the data demonstrated Esports is an emerging industry niche with 59% of students that reported a “neutral” opinion of working in the Esports industry and 33% “extremely positive” or “positive”. 14% of students responded “Yes” they are interested in a career in Esports, 62% responded “No”, and 24% responded “Maybe”. Students were also asked to identify their specific interests related to Esports in which 80% of students indicated “Event Management”. Students described the Esports industry as “exciting”, “lots of opportunity”, “good working conditions”, “potential for upward mobility” and more. Lastly, 48% of students indicated they would be interested to take an Esports elective course. Please refer to Appendix G for the full report of student responses.

### **Overview of proposed new academic degree program:**

The global phenomenon known as Esports has the ability to revolutionize the local tourism industry, especially if cities develop proprietary strategies around the local, regional, national, and international opportunities. It also stands to stimulate local economies by attracting businesses. Accordingly, Esports has a direct connection to traditional hospitality centers (Hotel, F&B-Food and Beverage, Events, Tourism). Although Esports exists within the digital space, there is a demonstrated desire from institutions and gamers themselves to root these practices within physical space. The Las Vegas casino and gaming community is an example of this desire to corral Esports and gaming culture within the confines of casinos, with proximity to gaming and gambling. The Atlantic City Market structure provides a similar opportunity to be an Esports incubator, as well as surrounding areas in NJ, PA, NY, and DE.

Esports fans will travel longer distances to attend tournaments and events, especially when it comes to title events like the recent Overwatch League Grand Finals in San Francisco, or The

provides the unique space for these social influencers to continue developing their messages and telling their stories while traveling.”<sup>11</sup>

Companies of all types, and increasingly, food and beverage companies, have been betting on Esports as part of their marketing strategies. Coca-Cola, Pepsi, Red Bull, Monster Energy, and Mars are some of the seasoned sponsors, while recent additions include Nestle and Danone.

OP Internet Cafe - Fort Lee, NJ: OP Internet Cafe takes pride in being not just your standard gaming center, but also a PC-aurant.

Caesars Atlantic City held a Gears of War Pro Circuit event in 2017, while Tropicana hosted Royal Flush, a national tournament which took place on May 12th-14th, 2017 at the

Stockton University. The required program courses are included in the table below. In alignment with the University's federal compliance and Middle State Accreditation as a primarily, in-person undergraduate institution, 50% or more of courses must be delivered in-person. Within the School of Business, faculty are scheduled to maintain a ratio of 70% in-person across all program courses. Refer to Appendix A for the curriculum degree mapping that designates course modalities.

<b>Business Foundation Core Courses</b>	<b>Cr</b>	<b>Esports Management Courses</b>	<b>Cr</b>
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3. *Teaching and Learning*: Stockton has achieved remarkable success in terms of student retention and graduation rates because of its personalized approach to teaching and learning. Such efforts should continuously be assessed and refined and incorporate Stockton's Essential Learning Outcomes (ELOs). Moreover, we will encourage and support faculty research and pedagogical innovations to ensure that we effectively reach a diverse group of learners and that our degrees remain current and competitive. *Aligns with goal 1, 4 and 5.*

### **Assessment:**

Assurance of learning is an integral part of the academic environment in Stockton University's School of Business. Accordingly, assessment of student outcomes will be conducted systematically and routinely by the new Esports Management program. The program will utilize the School's recently revamped assessment policies and procedures. Assessment amongst Business programs is led by the Business Program Assessment Committee, which works with program chairs to oversee the assessment process. This includes tracking compliance with assessment timelines, evaluating assessment results, and ensuring that corrective actions are taken, and reassessment is completed when assessment results indicate that expected outcomes are not being met. The Assessment Process Timeline, the completion of which is overseen by the Assessment Committee, can be found in Appendix C.

As this new degree program relies on existing courses, there are many recent examples of how assessment results are used to improve and inform curriculum decisions within program courses to "close the loop". These improvements focus on increased rigor in assignments, materials and grading rubrics. In response to assessment results, faculty created standardized syllabi, assignments, and exams across all sections of a course to provide more consistent learning experiences for students.

### **Additional Methods for Measuring Success and Guiding Curriculum Change:**

Recently, Esports has emerged as an area of strategic focus within Stockton University as well as the Atlantic City market and beyond. The New Jersey Economic Development Authority (NJEDA) Board approved a memorandum of understanding (MOU) with Stockton University to support the

pave the way for equitable and lasting economic growth in Atlantic City. I'm excited to see the NJEDA partner with Stockton University to bring the Center to life.”<sup>19</sup>

“Establishing New Jersey as the State of Innovation requires thinking outside the box and supporting new industries that have shown strong potential for sustainable, equitable growth,” said NJEDA Chief Executive Officer Tim Sullivan. “Esports is a large and rapidly growing industry that has the potential to provide significant economic benefits to communities throughout New Jersey. The Esports Innovation Center at Stockton University is a timely project that will help to establish New Jersey as a hub for the US Esports industry and will create new opportunities for New Jersey businesses and workers to enter the sector.” Likewise, Stockton University President, Harvey Kesse

The HTMS Advisory Board meets annually to solicit feedback from members representing a variety of disciplines including but not limited to: hotels, resorts, gaming, events, Esports, media, and others. The HTMS Faculty also conduct benchmarking and curriculum reviews annually as well as study business and industry trends, which have provided guidance for the curriculum

does not restrict use of the room. The estimated cost for the templates to be printed on acrylic is \$163 per piece. The total cost is \$1141 excluding mounting hardware.<sup>21</sup>

The additional resources required by the creation of this program relate to the need for a program chair, compensation will be based on program enrollment pursuant to the local agreement between Stockton University and the Stockton Federation of teachers. Suggested compensation based upon the current agreement is at Tier 2 (modeled after HTMS). This tier supports Ten (10) TCH + summer stipend of one (1) TCH at the senior rank of \$1,805 or \$19,855 in total.

Appendix H features a table that confirms current HTMS faculty exceed the AACSB 60% deployment requirement and the 75% overall undergraduate requirement. The second table in Appendix H confirms HTMS faculty exceed the AACSB 40% Scholarly Academic (SA) requirement and the combined 90% overall requirement. Therefore, launching this Esports Management program will not require the hiring of any additional full-time faculty to support our AACSB accreditation.

Based on conservative enrollment projections of 10 students per semester for fiscal years 24-27, initial faculty requirements call for two adjunct faculty members for FY24 along with a third adjunct faculty member for FY26. Full-time faculty support requires one faculty member in FY25 and another in FY26. The net revenue summary projections provided below also support a 10% attrition rate per year, 2% Cola adjustments for tuition and adjunct and faculty salaries including fringe benefits, and a 75% revenue recognition factor in support of classes being taught outside of BUSN.

The recommendation is to identify Full-time, utility tenure track faculty members that will not only focus on teaching and service, but research to grow scholarship in the areas of Hospitality, Tourism, Casino Gaming, Event Management, and Esports Management. These utility faculty members must have experience within all major hospitality centers and the flexibility to teach Esports Management and related hospitality and tourism courses in the HTMS program.



Associates database for CIP 52.0907 Meeting and Event Planning in Stockton University's border states including MD, DE, PA, NY and CT and CIP 31.0701 Esports (augmented CIP). The Gray's data supports the infancy of the program, and the enrollment opportunities

<b>Projected Program Net Revenue</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>
Enrollment per Year	20	40	60	80
Tuition per Year	\$116,188	\$225,173	\$327,591	\$424,028
Expenses per Year	\$15,416	\$144,152	\$286,051	\$291,772
<b>Total Projected Net Revenue</b>	<b>\$100,772</b>	<b>\$81,021</b>	<b>\$41,540</b>	<b>\$132,256</b>

All values are rounded to a whole number.



**APPENDIX A  
CURRICULUM AND DEGREE MAP FOR PROPOSED B.S. IN ESPORTS MANAGEMENT**

<b>B.S. Esports Management</b>				
Fall 2023-Spring 2024				
<b>HTMS REQUIREMENTS: All required HTMS courses (of any acronym) must be completed with a grade of "C" or better (except HTMS 3901 which is P/F).</b>			<b>80 credits</b>	
<b>BSNS FOUNDATION:</b>			<b>ESPM CORE:</b>	
CIST 1206 Statistics	(4)		MKTG 3480 Sports Marketing (4)	
HTMS 2111 or ACCT 2110 Financial ACCT	(4)		HTMS 3120 Facilities Management (4)	
HTMS or ACCT 2120 Managerial Accounting	(4)		HTMS 2131 Event Planning (4)	
FINA 3110 Intro to Financial MGMT	(4)		COMM 2412 Media Aesthetics (4)	
HTMS 3101 or MKTG 2110 Marketing Princ.	(4)		HTMS 3138 Esports and Events Industry (4)	
PLAW or HTMS 3110 Legal, Social Ethical Environments of BSNS	(4)		HTMS 3139 Esports Event Production (4)	
HTMS or MGMT 3111 Human Resource Mgmt.	(4)		CSCI 2101 Programming & Problem Solving I (4)	
HTMS 3126 Economics of Tourism	(4)		CSCI 2102 Programming & Problem Solving II (4)	
<b>Experiential Learning Sequence</b>			<b>ESPM ELECTIVES*: Choose one</b>	
HTMS 3901 Professional Work Experience	(0)		COMM 1201 Intro to Mass Communication	(4)
HTMS 3127 Career Development	(4)		COMM 2501 Sports Broadcasting	
HTMS 4970 HTMS Internship (seniors only)	(4)		GAH 1075 History and Video Games	
HTMS or BSNS 4112 Business Policies and Strategies(seniors only)	(4)		GAH 4306 Writing for Video Games	
			GEN 2412 Visual Social Marketing	
			HTMS 3229 Event Design	
Transfer students may use transferred courses (including Introduction to			HTMS 3230 Event Experience	
			* May include BSNS or ECON course with preceptor permission	
<b>GENERAL STUDIES REQUIREMENTS:</b>				
			<b>48 credits</b>	
<b>G COURSES:</b> (32 total credits) No more than 12 credits in any "G" category may be applied towards the BS degree.				
GEN General Interdisciplinary	(4)		GNM General Natural Science & Math (4)	
GIS-General Integration & Synthesis (Jr. yr.)	(4)		GNM General Natural Science & Math (4)	
GAH General Arts & Humanities	(4)		GSS General Social Science (4)	
GAH General Arts & Humanities	(4)		GSS General Social Science (4)	
<b>AT SOME DISTANCE Electives:</b> (16 total credits) Courses unrelated to your major (may include CSIS courses)				
	(4)		(4)	
<b>GENERAL STUDIES OUTCOME REQUIREMENTS:</b> These course attributes should be completed within the 128 credits needed to graduate.				
(A) Arts			(V) Values/Ethics	
(H) Historical Consciousness			(I) International/Multicultural	
(R1) Race and/or Racism Intensive			(R2) Race and/or Racism Education	
<b>GENERAL STUDIES WRITING REQUIREMENT: (4 courses)</b>				
Two W1 courses may be in transfer. W2 courses must be taken at Stockton.				
W1	W1/W2	W1/W2	W1/W2 at 3000 Level	
<b>GENERAL STUDIES QUANTITATIVE REASONING REQUIREMENT: (3 courses)</b>				
Two Q1 courses may be in transfer. Q2 courses must be taken at Stockton.				
Q1	Q2	Q1 or Q2		



## APPENDIX B

**Table: Courses in BS Esports Management Program Where Learning Outcomes are Achieved**

ESPM Learning Goal Mapping: DRAFT

4. Communication Skills

5. Research, Analytic & Decision Making

		B.S. Esports Management Learning Outcomes											
Learning Outcome	Course	1	2	3	4	5	6	7	8	9	10	11	12
Research, Analytical, & Decision Making													

APPENDIX C  
HOSPITALITY, TOURISM AND EVENT MANAGEMENT ASSESSMENT COMMITTEE  
ASSESSMENT TIMELINE

<b>Timeframe:</b>	<b>Action</b>	<b>Who?</b>
Semester before:		

	Report Assessment "ready to go" by 2nd precepting day or during reoccurring program meeting.	Assessment Coordinator
	Execute assessment in all applicable course sections.	Faculty/Assessment Lead
	Aggregate assessment data/conduct analysis. If multiple instructor sections, applicable faculty to forward data/analysis to Assessment Lead.	Faculty/Assessment Lead
	Review assessment findings and identify recommendations for improvement (CAI items). If multiple instructors, Assessment Lead to schedule meeting with all applicable instructors to identify recommendations.	Faculty/Assessment Lead
	Complete post assessment form with recommendations (CAI items). Completed form must include copy of modified syllabus with changes highlighted.	Faculty/Assessment Lead
	Send completed post assessment form to Assessment Coordinator for review.	Faculty/Assessment Lead
	Review completed assessment materials, request revisions as necessary.	Assessment Coordinator
	Complete revisions to assessment materials as necessary.	Faculty/Assessment Lead
	Complete final review of assessment materials.	Assessment Coordinator
	Forward final assessment materials to program coordinator and Donna Hauer for record.	Assessment Coordinator
Semester after:	Present assessment results and CAI at program meeting.	Faculty/Assessment Lead
	CAI recommendations per assessment to be reviewed/discussed/course of action to be voted on to adopt.	Department Faculty
	Faculty teaching sections of courses assessed to review assessment materials and adopt revised syllabus and implement identified CAI.	Department Faculty
As long as it takes:	)P(uso-60)-350(p)-B(MGe)-6(L.)op193.58 91098 g0.0	

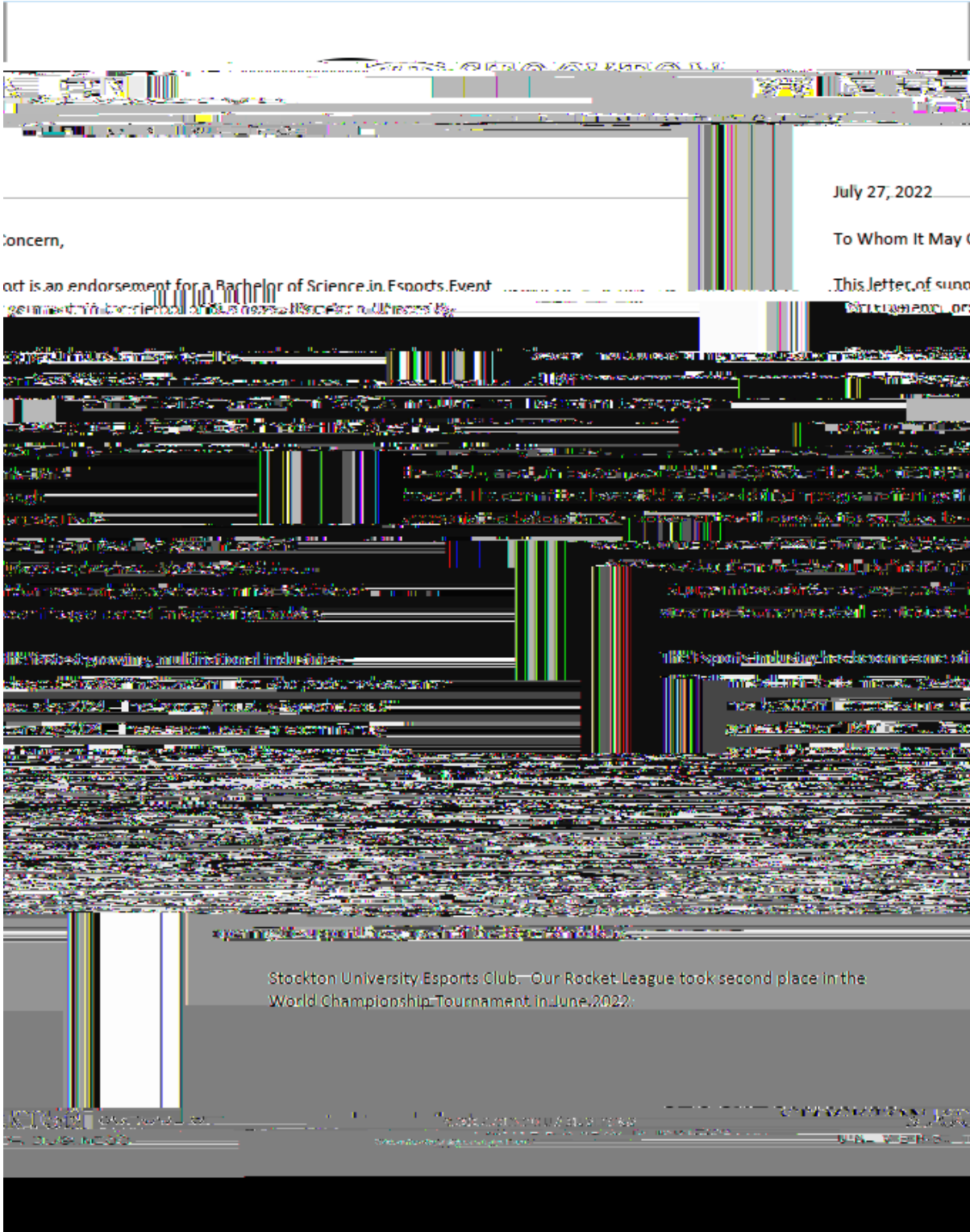






Saint Peter's University (located in New Jersey) advertises an Esports Business Degree on their webpage, however, ther

APPENDIX E  
LETTERS OF PROGRAM SUPPORT





Helix Events NJ operates a facility in North Bergen, New Jersey. This is...

this letter, we, the Faculty of the Hospitality, Tourism and Events Management program of the School of Business at Stockton University, indicate our support for am.

By signing (HTMS) pr this progr

Regards

Dr. [Signature] Dr. [Signature]

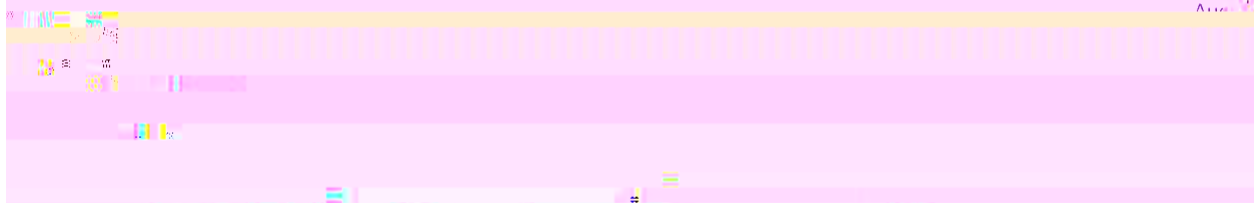
Dr. Jane Holmewicz, PhD Dr. Donna Albano, PhD

Dr. William Quain, PhD Professor HTMS Dr. Noel Criscione-Naylor, EdD Associate Professor HTMS

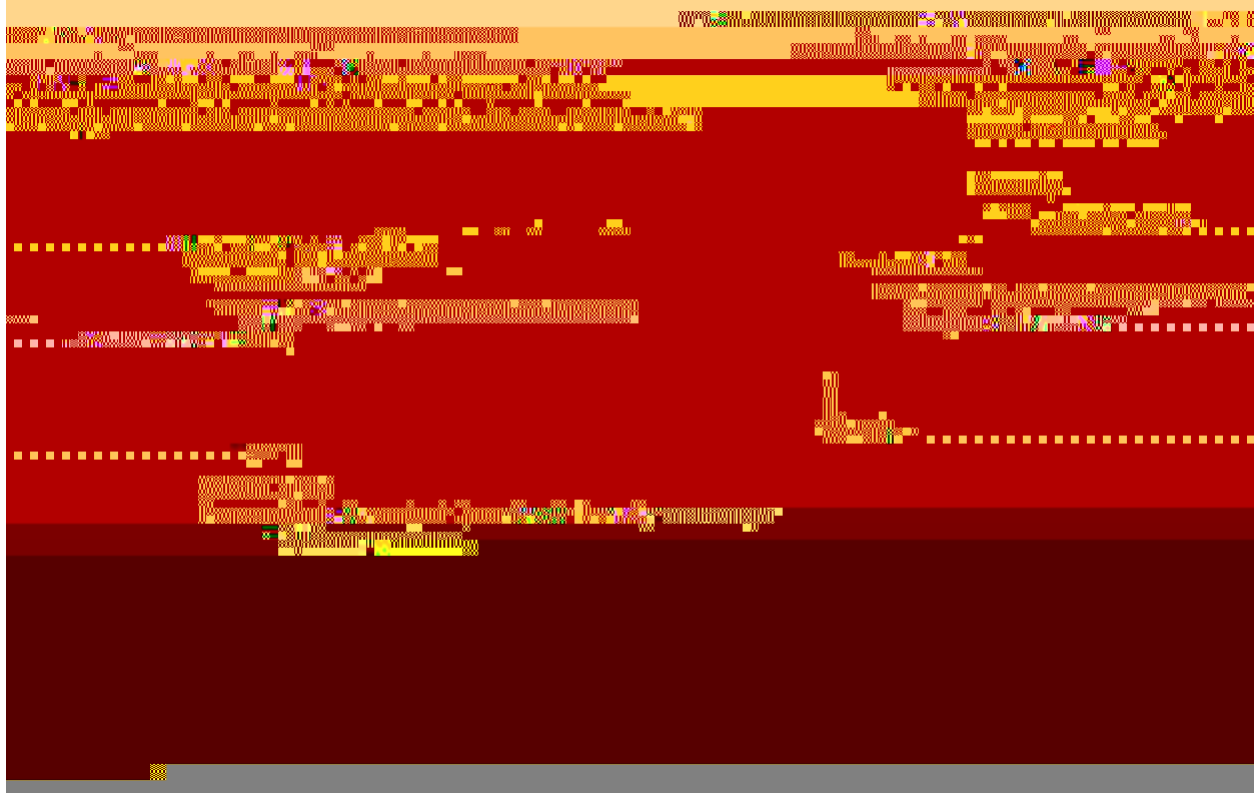
Dr. Michael Scales, EdD



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...the proposed...  
...The equals...  
...solutions within the field of sports...



September 5, 2022

Interim Dean  
Warren  
Kleinsmith  
School of  
Business

Dear Dean Kleinsmith,

The School



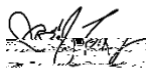
With plans for the Esports Innovation Center in Atlantic City, the Esports Management program will only flourish. In the past several years, our Communication Studies students were involved with the Esports club competitions both on and off campus. This led to our Communication Studies program working with Demetrious Roubos, Information Security Officer, and adjunct faculty member, in creating an internship opportunity. This internship was a high impact learning experience for our media production students. They produced, directed and setup the live production for the Esports events.

Having a direct pathway through the BS in Esports degree, that is interdisciplinary, students will receive a well-rounded academic experience.

Given the success of the Esports club at Stockton University having won the 2019 ECAC Fortnite Championship, our students have been recognized nationally and internationally. In conjunction with the research done by the HTMS program on area degree programs, Stockton has a significant opportunity to be one of the universities at the forefront in the region in offering this new program.

*Insider Intelligence* research states that there will be 29.6 million monthly esports viewers in 2022 and by 2023 31.4 million. This is attributed to celebrities like Michael Jordan, Drake and DJ Marshmallow and television coverage by ESPN... getting behind this rapidly growing industry. (InsiderIntelligence.com).

The Communication Studies program will continue to support the growth of this innovative program.



Sincerely,

Joe'l Ludovich  
Program Chair,  
Communication  
Studies Stockton  
University

APPENDIX F  
MARKET DEMAND DATA



<u>Other Personal Services</u>	4,700	1.58	\$ 27.53	\$ 57,260
<u>Other Support Services</u>	4,630	1.65	\$ 29.72	\$ 61,810

Industries with the highest concentration of employment in Meeting, Convention, and Event Planners:

<b>Industry</b>	<b>Employment <u>(1)</u></b>	<b>Percent of industry employment</b>
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**U.S. Bureau of Labor Statistics – Occupational Employment and Wages, May 2021**

**Occupational Employment and Wages, May 2021**

**11-9072 Entertainment and Recreation Managers, Except Gambling**

Plan, direct, or coordinate entertainment and recreational activities and operations of a recreational facility, including cruise ships and parks.

National estimates for Entertainment and Recreation Managers, Except Gambling

Industry profile for Entertainment and Recreation Managers, Except Gambling

Geographic profile for Entertainment and Recreation Managers, Except Gambling

**National estimates for Entertainment and Recreation Managers, Except Gambling:**

Employment estimate and mean wage estimates for Entertainment and Recreation Managers, Except Gambling:

<b>Employment (1)</b>	<b>Employment RSE (3)</b>	<b>Mean hourly wage</b>	<b>Mean annual wage (2)</b>	<b>Wage RSE (3)</b>
17,800	3.3 %	\$ 35.48	\$ 73,810	1.4 %

Percentile wage estimates for Entertainment and Recreation Managers, Except Gambling:

<b>Percentile</b>	<b>10%</b>	<b>25%</b>	<b>50% (Median)</b>	<b>75%</b>	<b>90%</b>
Hourly Wage	\$ 17.80	\$ 23.01			

<u>Elementary and Secondary Schools</u>	40	<u>(7)</u>	\$ 46.43	\$ 96,570
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# CIP: 52.0907 Meeting and Event Planning

Market: Border States (ND, DE, PA, NY, CT)

## Student Demand

Score & Percentile: 99

	Value	Score	Catego...	Pctl	Criterion
s)	NA	NS			Google Search Volume (3 Months)*
	245	NS		91	International Page Views (12 Month
	62				
	89				
	65				
	NA				
	NA				
	97				

## Employment

Score & Percentile: 99

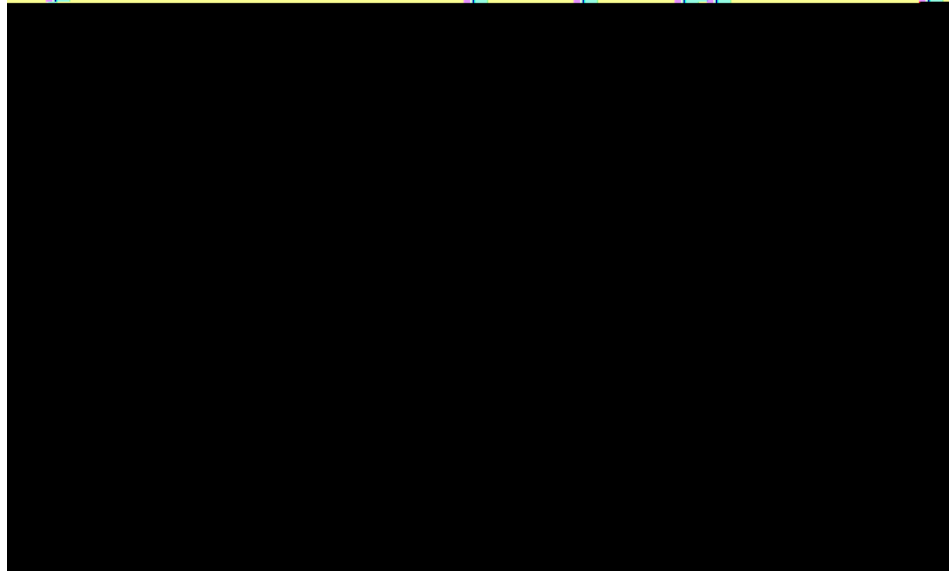
ue	Score	Category	Pctl	Criterion	Val
	78		78		
	70		70		
	64		64		
	62		62		
	36		36		
	69		69		
	91		91		
	19		19		
	41		41		
	6		6		
	11		11		
	19		19		
	73		73		

### Student Demand

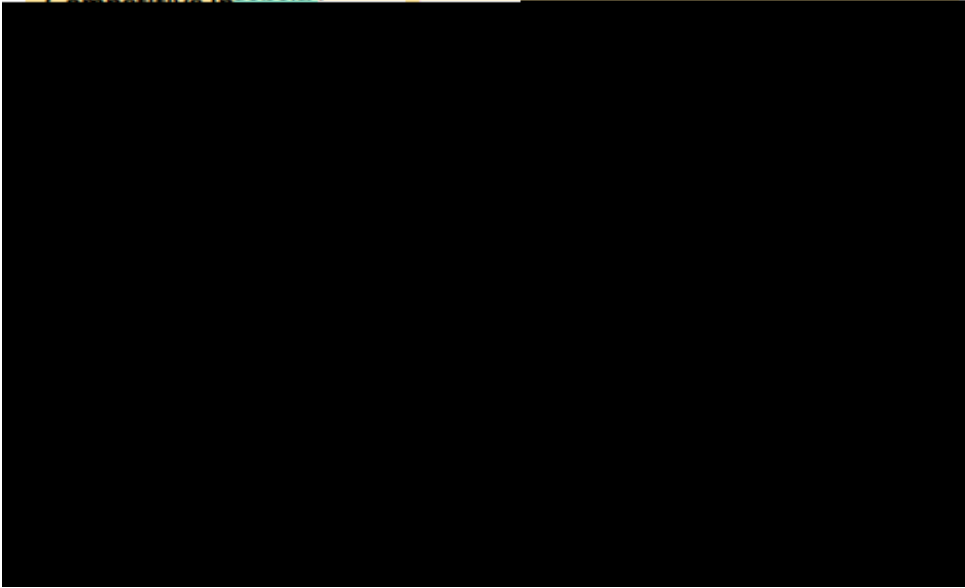


### Employment\*

Value	Score	Category	Pctl	Criterion
NA	NS	Job Postings Total (12 Months)*		
NA	NS	Size: Direct Direct		PLS: Current Employment**
NA	NS	Size: Direct Direct		
NA	NS	Job Postings Total (24 Months)		Size: Direct Direct

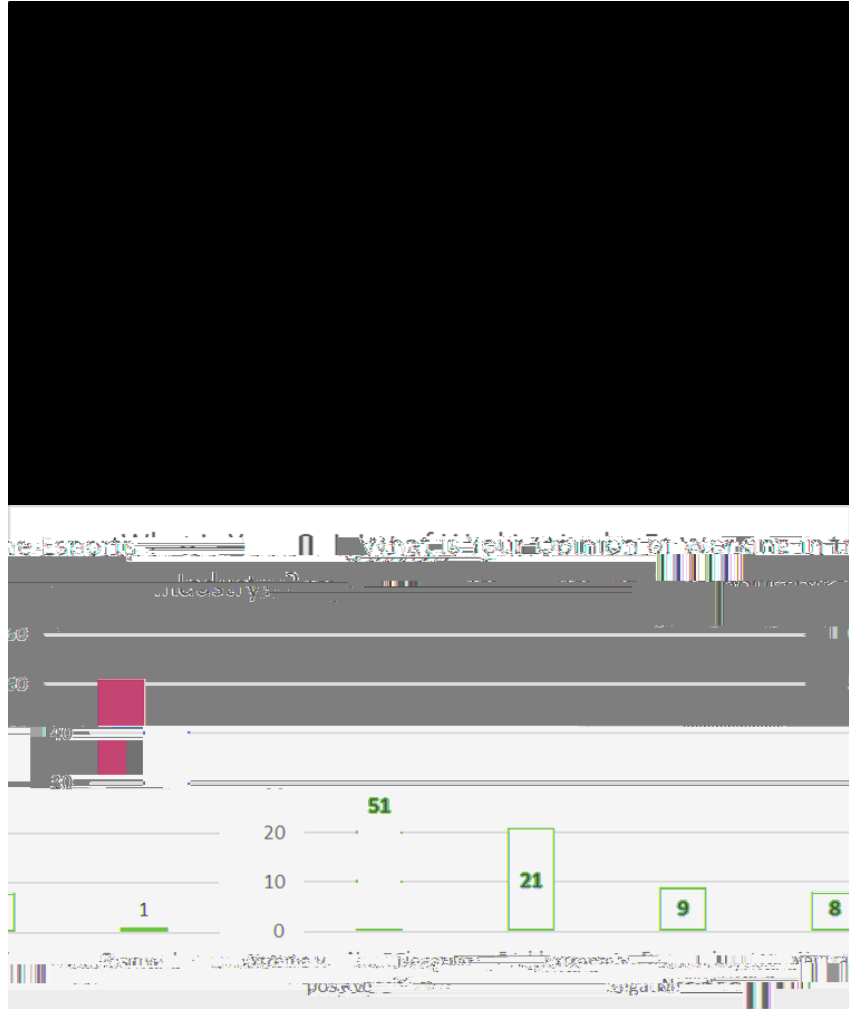


## Competitive Intensity

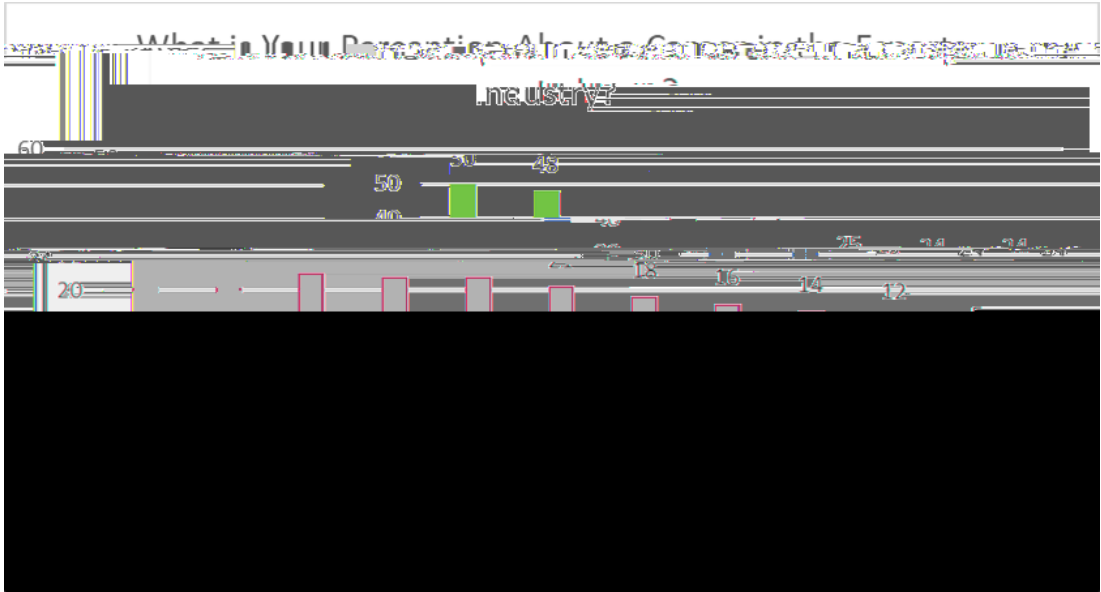
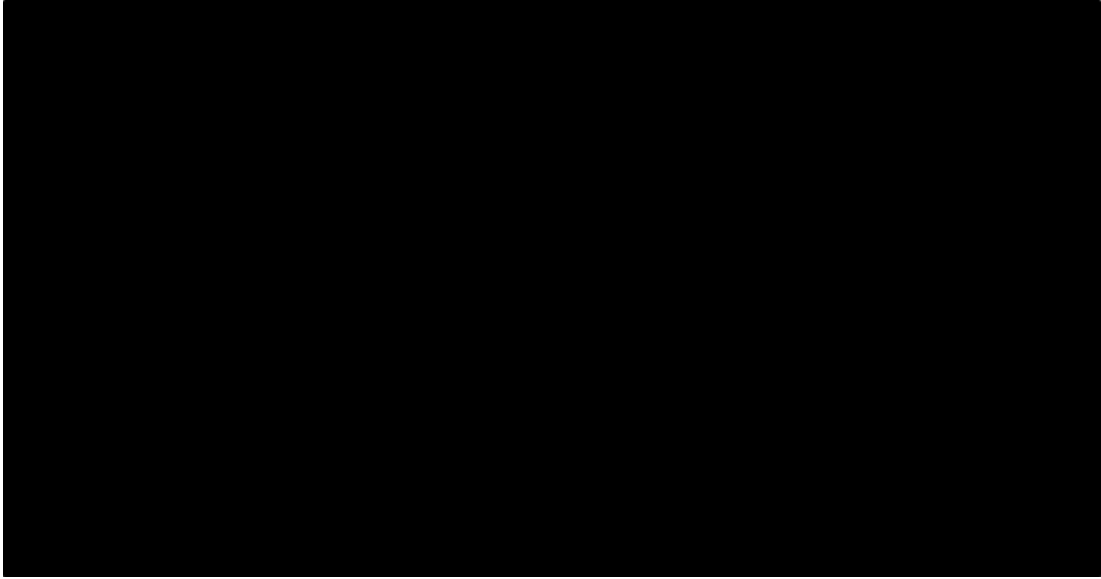


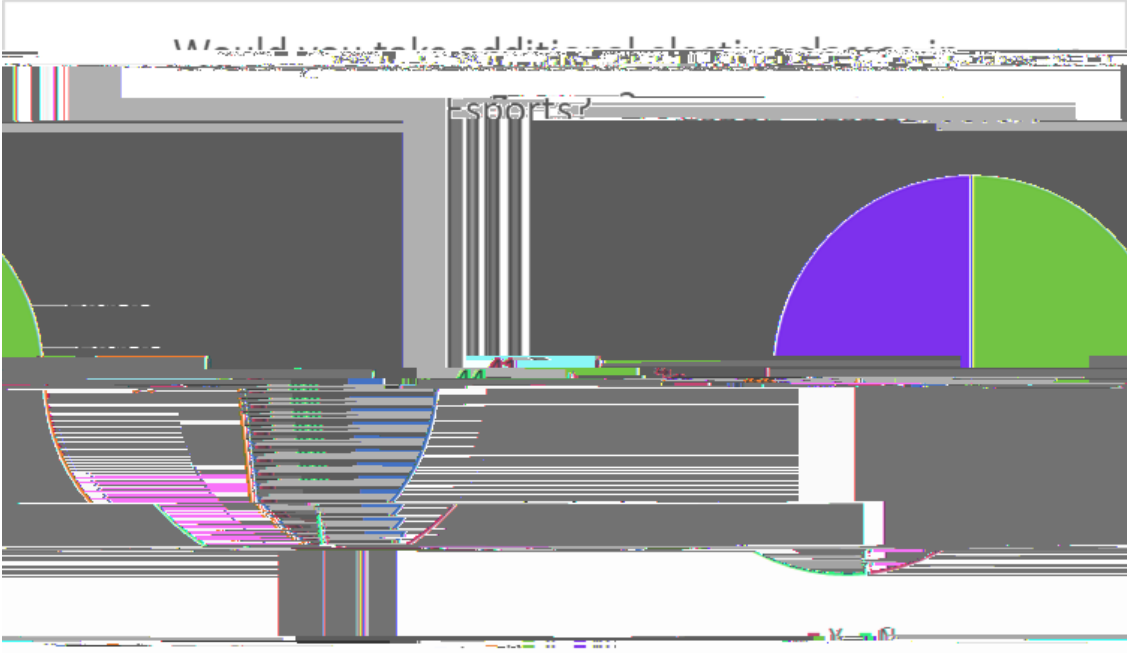
## APPENDIX G STUDENT NEEDS ASSESSMENT SURVEY RESULTS

A Student Needs Assessment Survey was conducted Spring 2022 with HTMS students ( $n=85$ ).









ports classes would you be interested in taking?  What Es

APPENDIX H

**Table: HTMS Faculty Deployment Data**

Program	Professor	Participating Credit Hours	Supporting Credit hours	Total Credit Hours	Total Deployment Ratio
<b>HTMS</b>					

**HTMS**

**Table: HTMS Faculty Qualifications Data**

Qualifications Fall 2022 Based on Capacity

*Based on 2020 AACSB Standards Table 3.1 - must be at least 40% SA and 90% combined total must be above 90%*

Program	Professor	IP	PA	SA	Total	Must be at least 40%-SA	Combined total must be above 90%	
HTMS			270	735	1720	2725	63.12%	100%
	AARONS J				420	420		
	ALBANO D				220	220		
	BIANCHINI A		140			140		
	BOKUNEWICZ J				280	280		
	MARSH T		130			130		
	NAYLOR N				520	520		
	QUAIN W				280	280		
	SCALES M			355		355		
	TYRRELL B			380		380		