

BS in Esports Management
Faculty Senate First Reading Address Summary

Faculty Senate members, the following document has been prepared to address comments and questions presented at the first reading of the BS in Esports Management to demonstrate our proactive, comprehensive, and academically sound proposal. The document provides comprehensive details on the following key points:

- Dual credit agreements, Stockton sponsored tournaments and the Stockton Esports organization will provide access to over 1,000 potential Esports students.
- Esports is a field of academic study in which research can be found across and within various other well-established disciplines.
- The Stockton Esports Committee is highly engaged within various Esports professional associations and have access to existing Esports curriculum and contribute to Esports academic standards.
- The new Esports Management program will remain under the Stockton University School of Business AACSB banner and go through assessment and reaccreditation on a regular basis, which will continue to ensure that the program offers a high-quality education.
- The BS in Esports Management focuses on the business, marketing, production, and event planning aspects of the growing Esports industry and is distinctly different than Sports Management.
- The program is interdisciplinary and includes courses in a variety of established academic disciplines that provide students the ability to build skills that will open career doors not limited to Esports.
- The BA in Digital Studies is

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According to [Pew Research](#), “97% of people between the ages of 13-17, the prime college-aged demographic, play some form of video game”. As per Adkins (2022) of Software House International, “The High School Esports League (HSEL) – dubbed the ‘largest high school league in the nation’ – encompasses a community of over 3,400 schools and 140,000 students. Esports has demonstrated a return on investment in student interest, recruitment, and retention

Table 1 Top 10 journals in Esports Research (Chiu, et al., 2021).

Two exclusive Esports academic journals are listed in Ulrich's including [the International Journal of eSports Research](#) (peer-reviewed, scholarly) and [Apunts Educacio Fisica](#) (published in Catalan-Spanish, peer-reviewed). There are several emerging source citation index journals including but not limited to [International Journal of Esports](#). This journal is an open access peer-reviewed journal publishing research in Esports. This journal is unique as it established an industry board. This international board has representation from Dell Technologies in the USA,

of research journals in the academic field of Esports nor academic journals that publish Esports related research.

The BS in Esports Management program is positioned within the umbrella of HTMS in the School of Business. The School of Business does not have a policy prohibiting faculty from publishing in journals outside their discipline; however, faculty must publish in journals that meet Business School Standards, while following criteria of AACSB to maintain Faculty Qualifications. As per the [AACSB standards](#), Faculty Qualification status refers to one of four categories designated to demonstrate current and relevant intellectual capital or professional engagement in the area of teaching to support the school's mission and related activities. Categories for specifying faculty qualifications are based on both the initial academic preparation or professional experience, and sustained academic and professional engagement within the area of teaching as follows:

- Scholarly Academics (SA) are faculty who have normally attained a terminal degree in a field related to the area of teaching and who sustain currency and relevancy through scholarship and activities related to the field of teaching.
- Practice Academics (PA) are faculty who have normally attained a terminal degree in a field related to the area of teaching and who sustain currency and relevancy through professional engagement, interaction, and activities related to the field of teaching.
- Scholarly Practitioners (SP) are faculty who have normally attained a master's degree related to the field of teaching; have professional experience substantial in duration and responsibility at the time of hire; and who sustain currency and relevancy through scholarship related to their professional background and experience in their field of teaching.
- Instructional Practitioners (IP) are faculty who have normally attained a master's degree related to the field of teaching; have professional experience substantial in duration and responsibility at the time of hire; and who sustain currency and relevancy through continued professional experience and engagement related to their professional background and experience in their field of teaching. –Additional Faculty (A) are faculty who do not meet the school's criteria for SA, PA, SP, or IP.

Currently the HTMS program has four (4) of six (6) FT Tenured Faculty categorized as Scholarly Academics. This accreditation places Stockton with a significant advantage in the marketplace as less than 6% of Business Schools in the world hold this accreditation.

PROFESSIONAL ASSOCIATIONS

There are several professional associations related to Esports that are shaping curricular standards and these developments have been used as part of this proposal process. Additionally, the HTMS Esports team is highly engaged and active within pivotal associations to not only influence the development of curriculum standards but to continuously evaluate standards based on industry development and workforce needs. Below is a list of associations and boards most critical to mention, this is not an exhaustive list.

- [Esports Trade Association, ESTA](#) is the premier association in the Unites

valuable tools and resources to the membership. ESTA focuses on promoting business expertise and sustainable growth of the esports industry by growing the number of participants, sponsors, products, and services, procuring industry research, and executing industry events.” ESTA hosts an annual conference called EsportsNext in Chicago, Illinois. HTMS Associate Professor, Noel Criscione-Naylor represents Stockton University as a current member and sits on the Education Committee of the association. The Education Committee is responsible for overseeing webinars and other educational content for ESTA. The committee works to ensure members and the community have access to current and relevant educational content within the Esports space. This includes identifying current

demonstrates students have interests within course curriculum areas that are in the program.

ASSESSMENT STANDARDS

Stockton's School of Business and HTMS program are AACSB accredited. As per [AACSB](#), "Business schools accredited by AACSB have met rigorous standards for educational quality, yet they can pursue their own distinct, innovative missions. Although less than 6 percent of the world's schools offering business degree programs hold AACSB business accreditation, more than 90 percent of ranked schools have received accreditation." Below are brief excerpts that pertain to the BS in Esports Management Proposal and the shaping of the specific discipline assessment standards. The BS in Esports Management will automatically roll into the School's accreditation.

STANDARD 1: STRATEGIC PLANNING

The creation of a BS 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 with the opportunity to expand the applicant pool at Stockton's School of Business by offering

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required as additional resources at the onset of the program.

- 5.1 The school uses well-documented assurance of learning (AoL) processes that include direct and indirect measures for ensuring the quality of all degree programs that are deemed in scope for accreditation purposes. The results of the school's AoL work leads to curricular and process improvements.
 - Curriculum management has sound governance, and faculty are engaged in the

Esports. This domain requires an interdisciplinary knowledge and skill set to flourish in the Esports

indicates that students take only 3-4 gaming specific courses, while the remaining courses are in computer design, communications, marketing, and electives. Their program does not include the robust business management courses included in our proposed BS

we agreed on long-term cooperation between the faculty in both degrees. As part of that cooperation, faculty in both programs will hold future meetings to discuss all (present and future) courses within the Digital Studies and Esports Management curriculum that can become part of the curriculum of the other program. Lastly, considering the synergies we identified between the two degrees, we recognize that cooperation between the two programs is essential for attracting new students willing to major in either degree since Digital Studies was also recently introduced (Fall 2022) as a new degree at Stockton. We want to thank the faculty senate members who suggested we explore synergies between the two degrees.

CONCLUSION

REFERENCES

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