



**Board of Trustees
Academic Affairs Committee
March 22, 2022, 1:45pm**

Discussion Item

AAC – 2 **Esports Update (Grieve, Borchert, Brown, Byrd)**

Background Information

Bill Brown, Associate Dean in the Bryan School of Business and Economics and Erick Byrd, Associate Professor, Dept. of Marketing, Entrepreneurship, Hospitality & Tourism will give an update on the concentration in Esports Management. Greg Grieve, Professor and Head of the Dept. of Religious Studies and John Borchert, Lecturer in the Dept. of Religious Studies will offer an update on The College of Arts & Sciences esports initiatives.

Attachment:

AAC 2.1 Esports Update Presentation (see below)

A handwritten signature in cursive script that reads 'Debbie Storrs'.

Debbie Storrs
Provost & Executive Vice Chancellor



Esports Update

John Borchert, Lecturer, Dept. of Religious Studies

Bill Brown, Associate Dean, Bryan School of Business & Economics

Erick Byrd, Associate Professor, Dept. of Marketing, Entrepreneurship,
Hospitality & Tourism

Greg Grieve, Professor & Head, Dept. of Religious Studies

BOT Academic Affairs Committee

March 22, 2022



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Bryan School of Business and Economics

Concentration in Esports Management

Esports Management Concentration Hospitality & Tourism Management Program

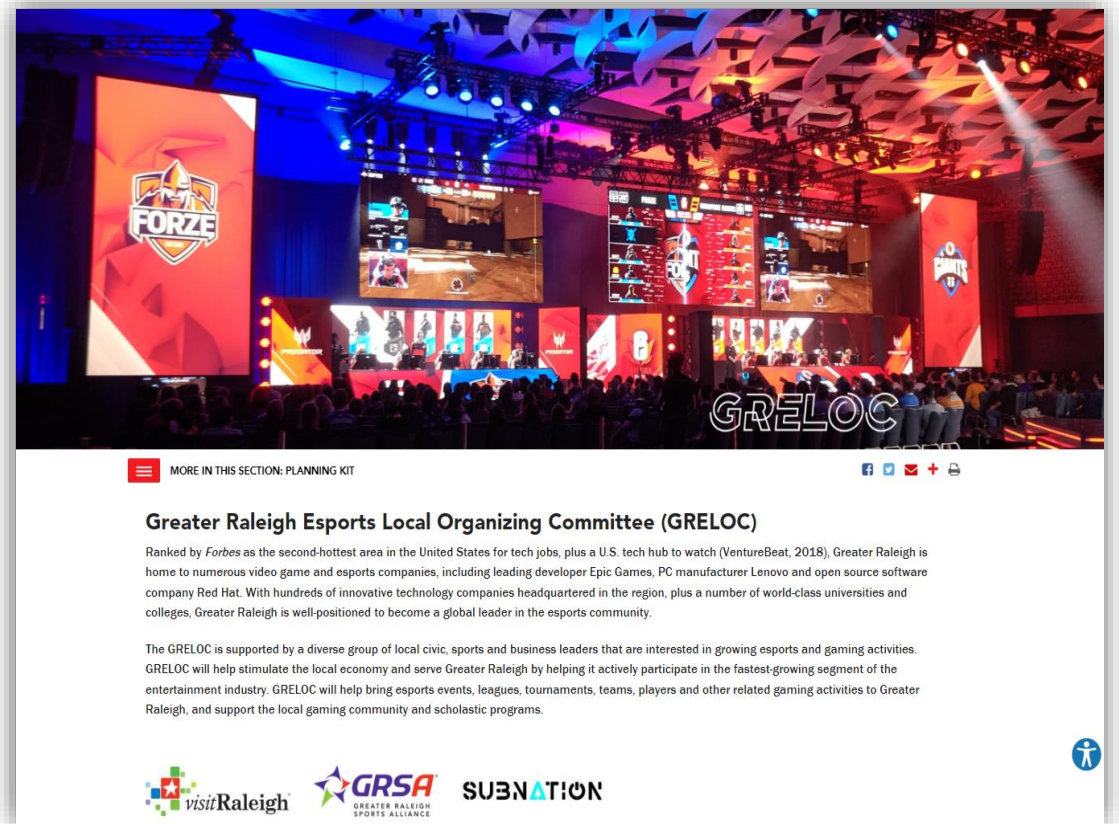
- *Esports are competitive video games. Just like any competitive physical activity can be considered a sport, any video game played competitively can be an esport.* (Collis, 2020)
- Esports is also a business. Where can we contribute?



Esports Management Concentration Hospitality & Tourism Management Program

Esports Business Opportunities

- Game Development
- Products (peripherals, apparel)
- Competitive Teams
- **Event Organization**
- **Advertising and Promotions**





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Esports Management Concentration

Hospitality & Tourism Management Program

Latest news

[◀ Back to Page](#)

Raleigh's Largest Esports Event Generates \$1.45 Million in Economic Impact and Drives Employment

Wednesday, October 09, 2019, 10am



*The Six Major Raleigh Draws A Sold-Out Crowd With 2.6K Daily Attendees;
Generates Over 1,000 Inquiries for Local Video Game Industry Jobs;
Earns Participation From Pepsi, Celito.net and Local Educational Institutes*

- Esports links to all areas of tourism & hospitality
 - segment of the event industry
 - venues of all sizes and alternative uses for venues
 - communities (big and small) to host these events
- North Carolina already a leader in Esports events and the state is looking to make further investments.



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Hospitality & Tourism Management Program

However, all of this depends ***on sound planning, management, and execution*** of these events. This is what we will help our students learn. Our Approach

- How businesses, organizations and communities develop, promote, manage, and host events.
- Training graduates to be able to make Esports profitable for businesses, organizations, and communities.
- Concentration will prepare students for the field of Esports management by providing a robust business background through the foundation of business courses and specialized event and Esports courses.
- Provide opportunities for students to work with the UNCG Esports Arena and other local and regional events.



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Esports Management Concentration

Hospitality & Tourism Management Program

- UNCG General Education requirements for foundations
- Bryan School Business core for required knowledge in business functional areas
- Required Major courses
 - STH 103 Introduction to Esports Management
 - STH 251 Diversity and Equity in Hospitality and Tourism
 - MKT 421 Promotion Management in Esports
 - STH 433 Esports, Meeting and Event Tourism
 - STH 491 Tourism and Hospitality Strategic Management
- 2 Electives from related Hospitality and Marketing courses



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CAS Esports Initiative Update



Academic Component of Esports Initiative

LEADERSHIP



Gregory Price Grieve (Director)

Gregory Price Grieve is Professor and Head of the Department of Religious Studies at the University of North Carolina at Greensboro. Grieve researches, teaches as well as provides service, at the intersection of Asian religions and popular culture. He specializes in digital religion, particularly the emerging field of religion and video games, and his current research uses video games to explore the category of evil in contemporary life.



John W. Borchert (Associate Director)

John W. Borchert is a Lecturer in the Department of Religious Studies at the University of North Carolina at Greensboro. Borchert is interested in how religious practices and media technologies intersect across American religious histories, particularly their impact on embodiment and death. He is Co-Chair of the Religion and Media Workshop of the American Academy of Religion, and serves on the board of the *gamevironments*, the only journal on religion and video gaming.

What's this have to do with Religious Studies?





A NATION OF GAMERS: WHO WE ARE

We're a nation that believes in the power of play. No matter who you are or where you're from, there's a game for everyone.



35-44 YEARS is the average age range of a video game player

75% of Americans have at least one video game player in their household.

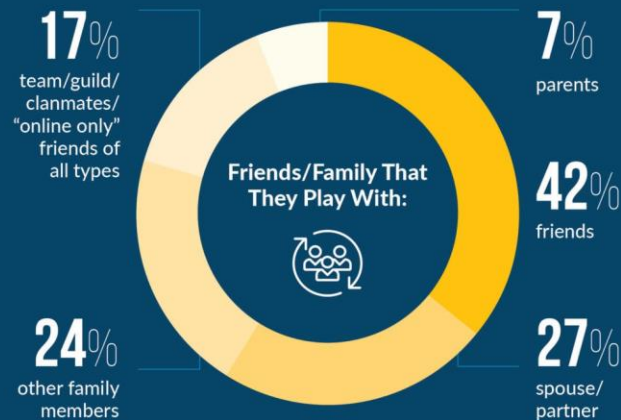
There are approximately **46 MILLION** video game players with disabilities*

* Source: The AbleGamers Charity

WHY WE PLAY

Games are uniquely able to connect us, to entertain while inspiring teamwork, cooperation, and sometimes a little competition. It's not about who you are, but how you play—and anyone can play.

65% of video game players play with others



Adult video game players spend...

- 6.6 HOURS** a week playing with others online
- 4.3 HOURS** a week playing with others in person

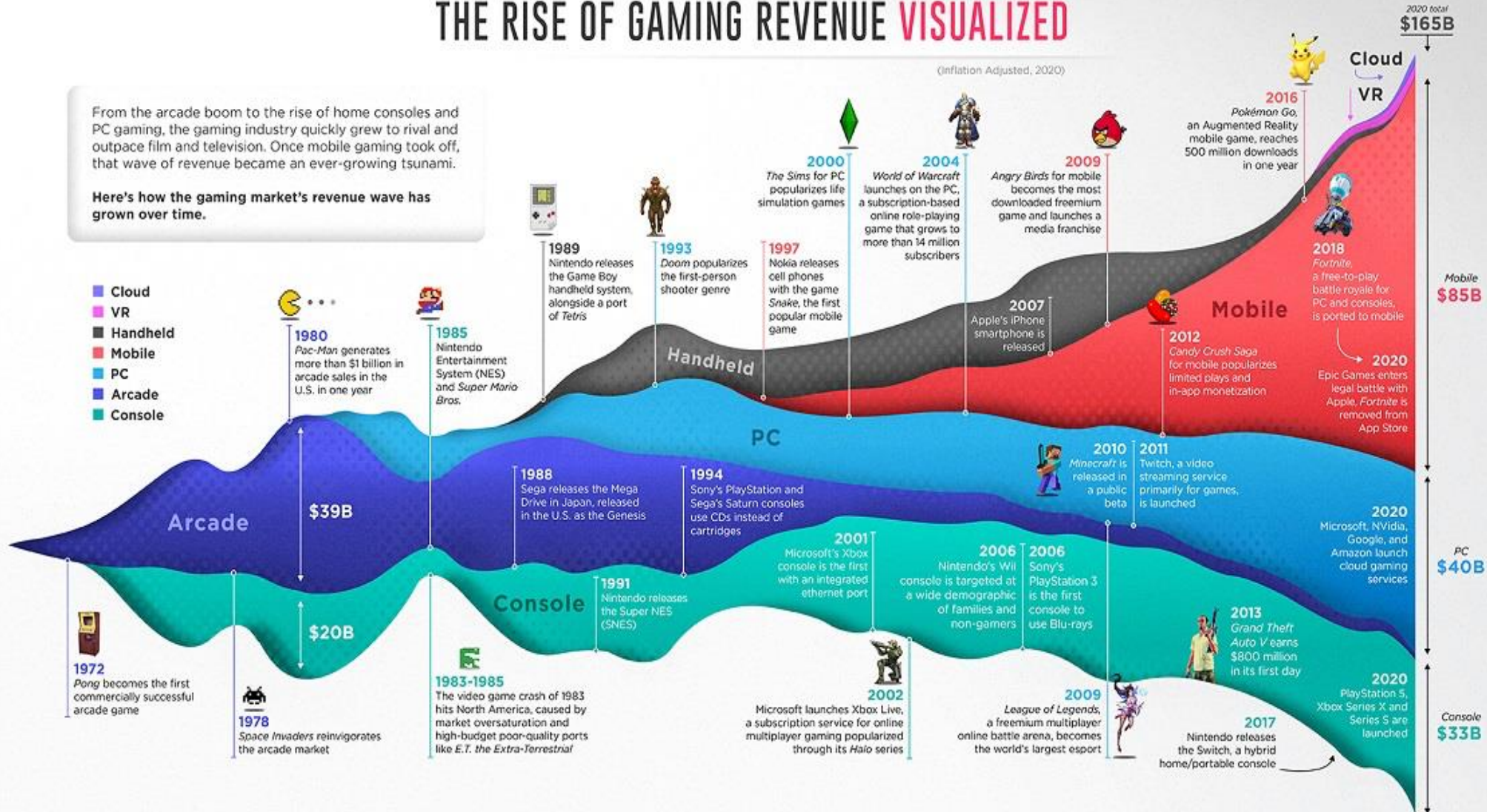


THE RISE OF GAMING REVENUE VISUALIZED

(inflation Adjusted, 2020)

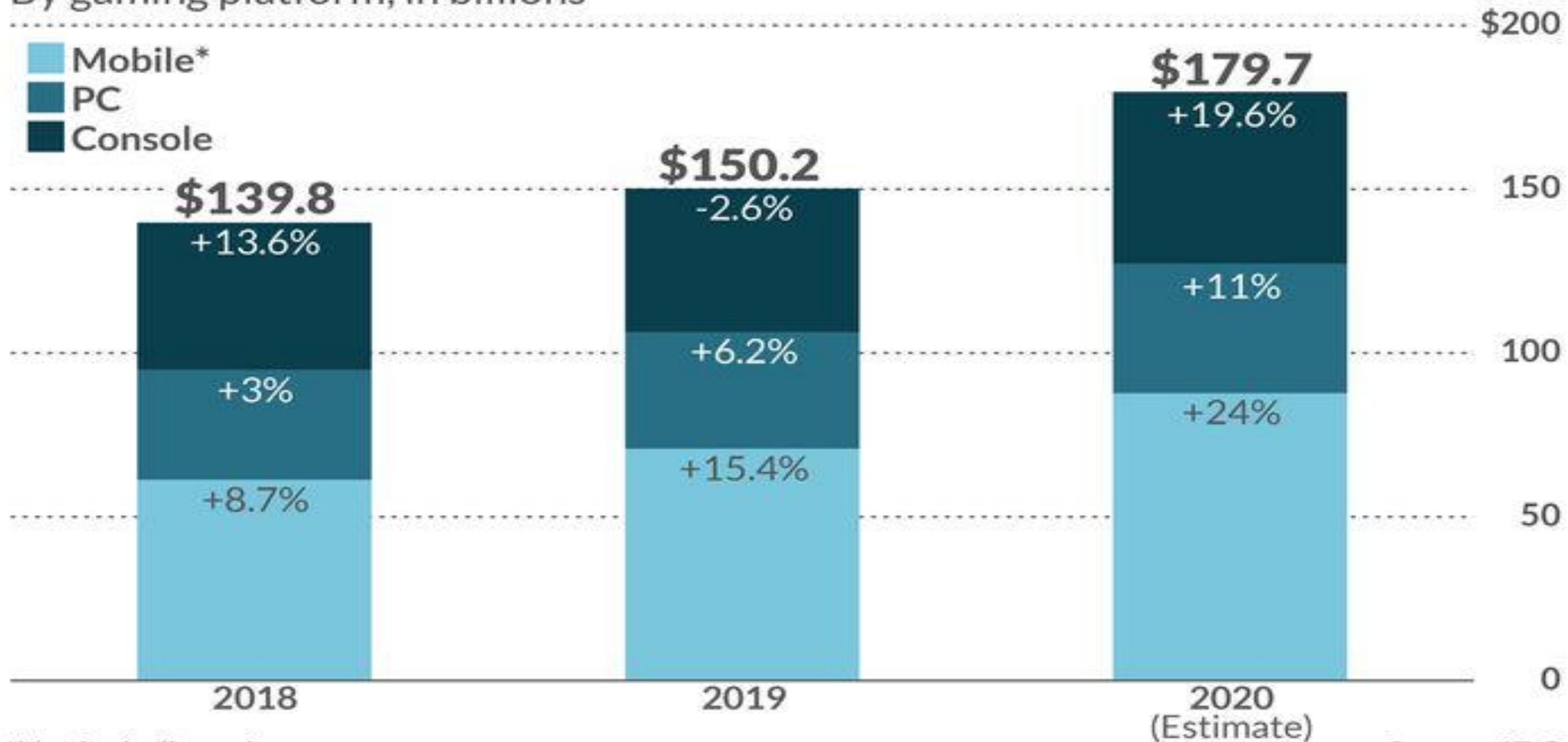
From the arcade boom to the rise of home consoles and PC gaming, the gaming industry quickly grew to rival and outpace film and television. Once mobile gaming took off, that wave of revenue became an ever-growing tsunami.

Here's how the gaming market's revenue wave has grown over time.



COVID-19 fuels global surge in videogame revenue

By gaming platform, in billions



*Not including ad revenue



Video Game Industry Statistics

- * There are 2.7 billion gamers worldwide in 2020.
- * 1.5 billion gamers are in the Asia-Pacific region.
- * 75% of Americans have at least one gamer in their household.
- * China, the US, and Japan are the top three gaming markets worldwide.
- * 50% of game developers were born in the US.
- * 40% of game developers in 2019 were University graduates.
- * PlayStation 2 is the best-selling game console of all time with 157.68 million units sold since launch.
- * In 2019, the US employed 53% of game developers.
- * 66% of game developers are working on projects on PCs.
- * Steam is the number one storefront for 47% of game developers.
- * 48% of game studios work on VR and AR games.
- * Counter-Strike: Global Offensive is the most-watched video game on Twitch with 66.5 million hours.





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Cultural Study of Videogaming & Esports

VIDEOGAMING AND CULTURE SPRING SPEAKER SERIES



NICK BOWMAN
TEXAS TECH UNIVERSITY

“ONCE MORE WITH FEELING:” THE IMPLICATIONS OF HUMAN FLOURISHING IN VIDEO GAMES”

Feb 10, 2022
6 pm Zoom

Register here:
<https://bit.ly/3liNLID>



LISA KIENZL
UNIVERSITY OF BREMEN

MY HOME IS WHERE MY ESPORTS TEAM PLAYS – THE NOTION OF THE NATION IN ESPSPORTS AND GAMING CULTURES IN EUROPE

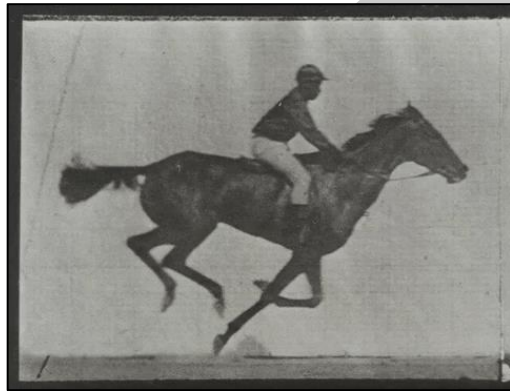
March 17, 2022
12 pm Zoom

Register here:
<https://bit.ly/3zVzq1G>



The evolution of a medium

Media evolutions follow surprisingly similar patterns across technologies
(Bowman, 2019; Stober, 2004)



○ Demonstration



○ Replication

○ Extension



The evolution of a medium

Media evolutions follow surprisingly similar patterns across technologies
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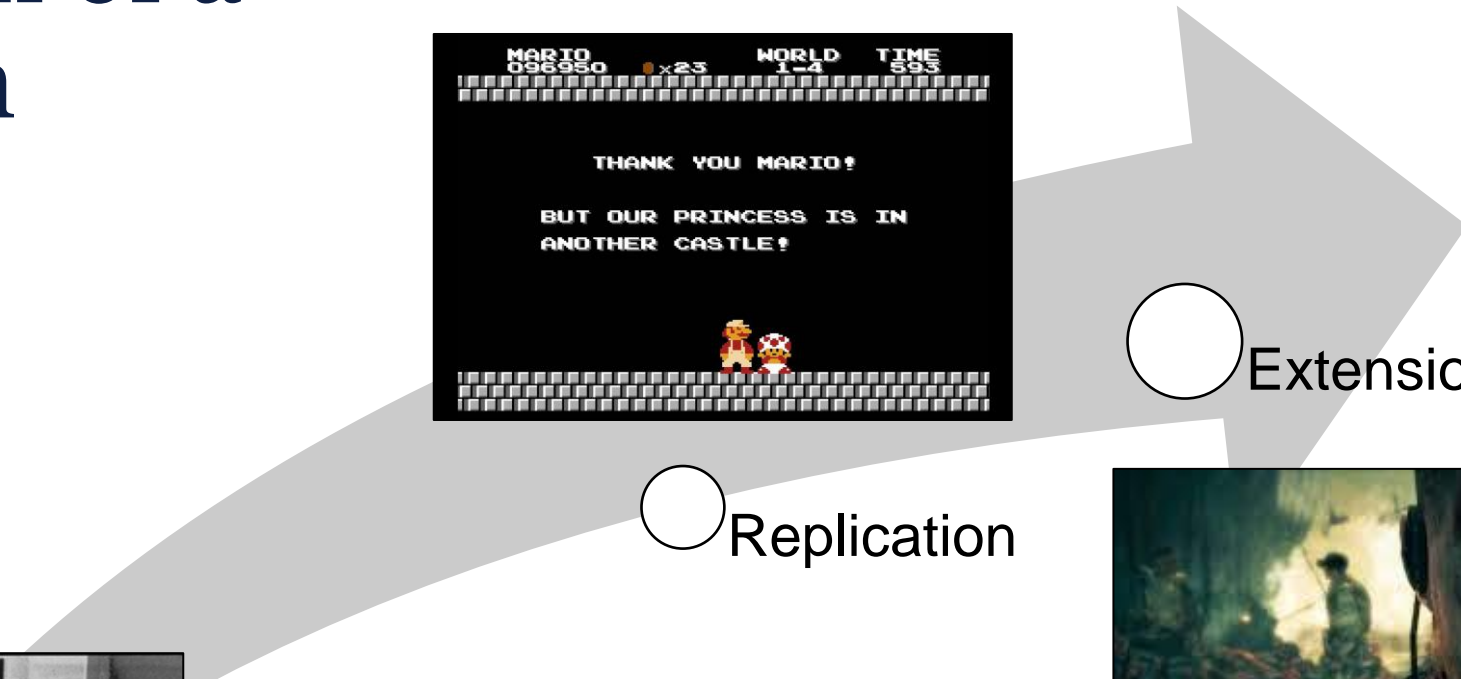
○ Demonstration



○ Replication



○ Extension





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Cultural Study of Videogaming & Esports at UNCG

Three Projects within the Initiative:

1. Network
2. Curriculum
3. First Year Play



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NETWORK FOR THE CULTURAL STUDY OF VIDEOGAMING (JAN 2022)

College of Arts & Sciences

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2022 SPEAKER SERIES



LECTURE

Nick Bowman
Texas Tech University

"Once More with Feeling:" The
Implications of Human Flourishing in
Video Games

February 10, 2022
6pm



LECTURE

Lisa Kienzl
University of Bremen

My Home is Where My Esports Team
Plays - The Notion of the Nation in
Esports and Gaming Cultures in
Europe

March 17, 2022
12pm



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Cultural Study of Videogaming and E-Sports Minor (Fall 2023)





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First Year Play (Fall 2022)





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Game Studies Amongst Our Peers



UNIVERSITY OF CENTRAL FLORIDA

GAME STUDIES AND ESPORTS



DIGITAL ARTS AND ENTERTAINMENT

RESEARCH AND INNOVATION IN A WORLD OF PLAY

UNIVERSITY OF DELAWARE

Game Studies & Design (B.S.)

ODU's Game Design, Development, and Criticism degree is an interdisciplinary major that allows students to specialize in game programming or game design while also learning game scholarship. Our program features a fundamentally entrepreneurial and multiperspectival approach to game studies and gaming, one that is designed to not only teach students the core principles of game development, design, and scholarship, but also to help them understand how to adapt these principle in response to changes in technology, the market, or culture. In doing so, this degree aims to prepare students for careers in both the mainstream and independent gaming industry, in the growing academic field of game studies, or in any number of other related fields.

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