



## New Program Report

**Date Submitted:**

05/02/2024

**Institution**

Missouri State University

**Site Information**

**Implementation Date:**

8/1/2024 12:00:00 AM

**Added Site(s):**

**Selected Site(s):**

Missouri State University, 901 South National, Springfield, MO, 65897

**CIP Information**

**CIP Code:**

360113

**CIP Description:**

A program that focuses on the knowledge and skills associated with creating and maintaining computer programs, as well as playing computer-based games. This CIP code is not valid for IPEDS reporting.

**CIP Program Title:**

Computer Games and Programming Skills

**Institution Program Title:**

Esports Studies

**Degree Level/Type**

**Degree Level:**

Bachelor's Degree

**Degree Type:**

Bachelor of Science

**Options Added:**

**Collaborative Program:**

N

**Mode of Delivery**

**Current Mode of Delivery**

Classroom

**Student Preparation**

**Special Admissions Procedure or Student Qualifications required:**

None



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## New Program Report

Specific Population Characteristics to be served:

The purpose of this major is to provide interested students the opportunity to put into practice game-based learning in their future professions. The content of the major focuses on the theory, application, and administration Esports.

### Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

Faculty teaching and advising in the major will have expertise in at least, but not limited to , one of the following areas: kinesiology, recreation, sports administration, coaching, computer science, art and design, and/or entrepreneurship.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

100% of the coursework will be taught by full time faculty

Expectations for professional activities, special student contact, teaching/learning innovation:

Students will have multiple opportunities to work with professional organizations within the Esports field such as the National Association of Collegiate Esports (NACE) and the future Esports inclusion in the Missouri Valley Conference.

### Student Enrollment Projections Year One-Five

<b>Year 1</b>	<b>Full Time: 9</b>	<b>Part Time: 1</b>	
<b>Year 2</b>	<b>Full Time: 18</b>	<b>Part Time: 2</b>	
<b>Year 3</b>	<b>Full Time: 27</b>	<b>Part Time: 3</b>	<b>Number of Graduates: 12</b>
<b>Year 4</b>	<b>Full Time: 36</b>	<b>Part Time: 4</b>	
<b>Year 5</b>	<b>Full Time: 45</b>	<b>Part Time: 5</b>	<b>Number of Graduates: 15</b>

### Percentage Statement:

n/a

### Program Accreditation

Institutional Plans for Accreditation:

There is currently no accreditation body for this program area

### Program Structure

#### Total Credits:

120

#### Residency Requirements:

None

#### General Education Total Credits:

42

#### Major Requirements Total Credits:

55

#### Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
MGT 340	3	Principles of Management



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ENT 301	3	Principles of Entrepreneurship
KIN 307	3	Theory and Application of Esports
MKT 350	3	Principles of Marketing
KIN 286	3	Ethics and Diversity in American Sport
ART 301/CSC 301	1	Introduction to Video Game Design
CSC 130	3	The World of Computer Science
MGT 413	3	Managing the Sport Experience
MKT 351	3	Consumer Behavior
KIN 306	3	Genres in Gaming
KIN 203	3	Introduction to Esports
KIN 485	3	Psychology of Sport and Physical Activity
MGT 408	3	Sponsorships in Entertainment and Sport
REC 305	3	Meeting Planning and Event Planning
KIN 488	3	Capstone in Esports
PSY121	3	Introductory Psychology
ent 302	3	Creativity, Innovation, and Ideation
KIN 412	3	Organization and Administration of Esports
mgt 310	3	Introduction to Entertainment Industry

**Free Elective Credits:**

23

**Internship or other Capstone Experience:**

Students complete a capstone experience that could include an internship, research project, or other culminating experience in KIN488 Capstone in Esports

**Assurances**

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.



## **New Program Report**

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

### Contact Information

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Green

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Phone: 418-836-4652

**Missouri State University**  
**Department of Kinesiology**  
**KIN 488 Capstone in Esports 3 Credit Hours**  
**Sample Syllabus**

**Required Resources: Provided through Blackboard, readings, and other digital formats**

**Course Description:** Prerequisite: 80 hours, permission. Opportunities for students can include internships, research projects, or other culminating experiences. Students will have the opportunity to review emerging topics and issues in the Esports industry. Students will also explore and prepare for employment opportunities. Public Affairs Capstone Experience course.

**Course Objectives:** The course will provide basic information facilitating increased student competency to understand and be able to discuss the following:

1. Provide specific experience directed at emphasizing understanding, terminology, and fundamentals within the Esports industry.
2. Individual in depth exploration of Esports field geared towards students' interest in Esports field.
3. Integrate theory and practice in student professional education and to encourage the exchange of contemporary thinking and insights.
4. Overview of needed proficiencies in Esports field.
5. Promote and broaden his/her philosophy and understanding of Esports.
6. profession. Promote awareness of the growing industry and titles regarding the area of Esports.
7. Exploration of common practices in Esports.
8. Obtain information which can be used as a basis for making choices in relation to future jobs.

**Assignments and Grading**

	<i>Points</i>	<i>Percentage of Grade</i>
Learning Activities	20	20
Quizzes	40	40
Assignments	40	40
Total	100	

Attendance/Participation: Students are expected to come to class and contribute in significant ways to class discussions. In-class assignments cannot be made up due to unexcused absences. Scheduled assignments will not be accepted after the due date. To gain knowledge on Esports principles you will need to attend class. Show up and participate. Attendance in this class critical.

Grading for this course will be as follows:

90-100 %	A
80-89 %	B
70-79 %	C
60-69 %	D
59 % or below	F

## CATALOG DESCRIPTION

Esports Studies (Non-Comprehensive) (BS)

Bachelor of Science

Major Requirements (55 hours)

1. Specific General Education requirements: PSY 121(3) and KIN 286 (3).
2. KIN 203(3), KIN 306(3), KIN 307(3), KIN 412(3), KIN 485(3), KIN 488(3), ART 301(1) or CSC 301(1), CSC 130(3), ENT 301(3), ENG 302(3), MGT 310(3), MGT 340(3), MGT 408(3), MGT 413(3), MKT 350(3), MKT 351(3), and REC 305(3).
3. Public Affairs Capstone Experience will be fulfilled by completion of KIN 488(3).
4. Minor required (or second major).

University level requirements:

1. General Education Program and Requirements
2. General Baccalaureate Degree Requirements

**Missouri State University**  
**Department of Kinesiology**  
**KIN 306 Genres in Gaming 3 Credit Hours**  
**Example Syllabus**

**Required Resources: Provided through Blackboard, readings, and other digital formats**

**Course Description:** This course will focus on learning the fundamentals, skills, and rules of popular competitive esports games. Students will play, study, and evaluate performance in all Genres in Gaming, with the goal to further their understanding of tactics and how to improve skills and performance within all genres.

**Course Objectives:** The course will provide basic information facilitating increased student competency to understand and be able to discuss the following:

1. Provide specific tasks directed at emphasizing understanding, terminology, and fundamentals within all gaming titles.
2. Learn the strategies involved in competitive and causal play
3. Rules and regulations of many of the most played esports titles.
4. Basic technique and skills required to proficiently play esports titles.
5. Establish baselines of current performance and set goals to improve.
6. Promote awareness of the growing industry and titles regarding areas of esports.

**Assignments and Grading**

	<i>Points</i>	<i>Percentage of Grade</i>
Learning Activities	20	20
Quizzes	40	40
Assignments	40	40
Total	100	

Attendance/Participation: Students are expected to come to class and contribute in significant ways to class discussions. In-class assignments cannot be made up due to unexcused absences. Scheduled assignments will not be accepted after the due date. To gain knowledge on Esports principles you will need to attend class. Show up and participate. Attendance in this class critical.

Grading for this course will be as follows:

90-100 %	A
80-89 %	B
70-79 %	C
60-69 %	D
59 % or below	F



- PUBLIC
- INDEPENDENT

**NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW**

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*When finished, please save and email to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*

**Sponsoring Institution:**

**Program Title:** **Esports Studies**

**Degree/Certificate:**

**If other, please list:** Bachelor of Science

**Options:**

**Delivery Site:** Springfield Mo

**CIP Classification:** 360113

**Implementation Date:** 8/1/2024

**Is this a new off-site location?**  Yes  No

**If yes, is the new location within your institution's current CBHE-approved service region?**

*\*If no, public institutions should consult the comprehensive review process*

**Is this a collaborative program?**  Yes  No

*\*If yes, please complete the collaborative programs form on last page.*

**CERTIFICATIONS**

- The program is within the institution's CBHE approved mission. *(public only)*
- The program will be offered within the institution's CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

**AUTHORIZATION**

Dr. John Jasinski, Provost		5/2/2024
Name/Title of Institutional Officer	Signature	Date



## **PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS**

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Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below.

Quantification of performance goals should be included wherever possible.

### **1. Student Preparation**

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.  
None
  
- Characteristics of a specific population to be served, if applicable.  
The purpose of this major is to provide interested students the opportunity to put into practice game-based learning in their future professions. The content of the major focuses on the theory, application, and administration Esports.

### **2. Faculty Characteristics**

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Faculty teaching and advising in the major will have expertise in at least, but not limited to , one of the following areas: kinesiology, recreation, sports administration, coaching, computer science, art and design, and/or entrepreneurship.
  
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
100% of the coursework will be taught by full time faculty
  
- Expectations for professional activities, special student contact, teaching/learning innovation.  
Students will have multiple opportunities to work with professional organizations within the Esports field such as the National Association of Collegiate Esports (NACE) and the future Esports inclusion in the Missouri Valley Conference.

### **3. Enrollment Projections**

- Student FTE majoring in program by the end of five years.  
50
  
- Percent of full time and part time enrollment by the end of five years.  
90% full time and 10% part time

#### **STUDENT ENROLLMENT PROJECTIONS**

YEAR	1	2	3	4	5
Full Time	9	18	27	36	45
Part Time	1	2	3	4	5
Total	10	20	30	40	50

**4. Student and Program Outcomes**

- Number of graduates per annum at three and five years after implementation.  
12 graduates per year at 3 years and 15 graduates per year at 5 years
  
- Special skills specific to the program.  
None
  
- Proportion of students who will achieve licensing, certification, or registration.  
None
  
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
None, no licensure exam
  
- Placement rates in related fields, in other fields, unemployed.  
Placement currently 100% in related field
  
- Transfer rates, continuous study.  
20%

**5. Program Accreditation**

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide rationale.  
There is currently no accreditation body for this program area

**6. Program Structure**

- A. Total credits required for graduation: 120
  
- B. Residency requirements, if any:  
None
  
- C. General education: Total credits:  
42

*Courses (specific courses OR distribution area and credits)*

Distribution Area	Credits	Course Title
Foundations	2	First-Year Seminar
	3	Written Communication & Info Literacy
	3	Oral Communication
	3-5	Quantitative Literacy
	3	Written Comm. & Integrative & Applied Learning
Natural World	3-4	Life Sciences
	3-5	Physical Sciences
Human Cultures	6	Social and Behavioral Sciences

	3	Humanities
	3	The Arts
Public Affairs	6	US & MO Constitutions/American History and Institutions
	3	Cultural Competence
	3	Public Issues

D. Major requirements: Total credits: 55

Course Number	Credits	Course Title
PSY 121	3	Introductory Psychology
KIN 203	3	Introduction to Esports
KIN 286	3	Ethics and Diversity in American Sport
KIN 306 (new)	3	Genres in Gaming
KIN 307	3	Theory and Application of Esports
KIN 412	3	Organization and Administration of Esports
KIN 485	3	Psychology of Sport and Physical Activity
KIN 488 (new)	3	Capstone in Esports
ART 301/CSC 301	1	Introduction to Video Game Design
ENT 301	3	Principles of Entrepreneurship
ENT 302	3	Creativity, Innovation, and Ideation
MGT 310	3	Introduction to Entertainment Industry
MGT 340	3	Principles of Management
MKT 350	3	Principles of Marketing
MKT 351	3	Consumer Behavior
MGT 408	3	Sponsorships in Entertainment and Sport
CSC 130	3	The World of Computer Science
REC 305	3	Meeting Planning and Event Planning
MGT 413	3	Managing the Sport Experience

E. Free elective credits: 23

*(sum of C, D, and E should equal A)*

F. Requirements for thesis, internship or other capstone experience:

Students complete a capstone experience that could include an internship, research project, or other culminating experience in KIN488 Capstone in Esports

G. Any unique features such as interdepartmental cooperation:

Required courses are housed in multiple departments

## 7. Need/Demand

Student demand

Market demand

Societal demand

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

***On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.***

## COLLABORATIVE PROGRAMS

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- **Sponsoring Institution One:**
- **Sponsoring Institution Two:**
- **Other Collaborative Institutions:**
- **Length of Agreement:**
- **Which institution(s) will have degree-granting authority?**
- **Which institution(s) will have the authority for faculty hiring, course assignment, evaluation and reappointment decisions?**
- **What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?**
- **Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?**
- **What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?**

*Please save and email this form to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*

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3. Public Affairs Capstone Experience will be fulfilled by completion of KIN 488(3).
4. Minor required (or second major).

University level requirements:

1. General Education Program and Requirements
2. General Baccalaureate Degree Requirements

## **Rationale for Esports Studies Major**

The Entertainment Software Association (ESA) reported in the *2023 Essential Facts About the Video Game Industry* that 76% of youth (under 18 years of age) and 62% of adults (18 years of age or older) are video game players, with the average age of a video game player being 32 years. The ESA also reported that 65% of Americans, which 212.6 million players across all ages, plan video games at least one hour per week <https://www.theesa.com/2023-essential-facts/>. In addition, the ESA reported that in 2023 the video game industry in Missouri had a \$225.2 million economic impact and 1,916 jobs were supported by the industry. At the current time, there is no venue to attain a Bachelor's degree related to Esports Studies in any Missouri public or private colleges or university.

The Esports Studies major will allow students from the campus community to put into practice game-based learning in their future professions. Students from a variety of disciplines will learn the fundamentals and be able to demonstrate basic understanding of the evolution, application, and administration of Esports through this degree. The opportunity for skill development will also be provided. This will help students be marketable in future employment in areas that incorporate Esports such as education, recreation, health, sport administration, management, and communication.

### **Student Learning Outcomes**

1. Program graduates will demonstrate competencies consistent with best practices in the growing Esports market.
2. Program graduates will be prepared to excel in this ever-evolving industry, which comprises game publishers, athletes, coaches, trainers, publicists, broadcasters, the media platforms the games are streamed on, brands that sponsor the teams, and fans.
3. Program graduates will exhibit professional characteristics in line with Mission State University's public affairs mission ethical leadership, cultural competence, and community engagement.
4. Program graduates will utilize knowledge and skills related to this discipline to engage in activities that directly benefit the University or the community in which they work.
5. Program graduates will show an advance content knowledge of the fundamentals, skills, and rules of popular competitive Esports games utilized in the industry.
6. Program graduates will have a professional knowledge to evaluate performance in Esport titles, with the goal to further to improve skills and performance within each genre.
7. Program graduates will understand Esports organizational and management principles such as communications, marketing, event and venue management, finances, and legal issues.
8. Program graduates will demonstrate readiness to pursue life-long learning through professional channels utilizing professional organizations, continuing education, and mentorship.

Expenses:

There are no additional costs expected since the program will combine existing courses that are already taught by full time faculty. Laboratory based classes with hands on application will occur in the Level 1 Game Center in Plaster Student Union. It is very possible that there will be cost savings due to shared courses.