



MASTER IN ESPORTS MANAGEMENT & GAMING

MODULE 1: ESPORTS COMPETITION

1. Industry Overview
2. Teams
3. Publishers
4. Operators
5. Event Management
6. Broadcasting
7. Partnerships & Monetization
8. Legal Framework
9. Job Outcomes
10. EOM Project
11. Sports & Esports
12. Esports Journalism
13. Mentoring Last session
14. Project Presentation





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MODULE 2: GAMING ECOSYSTEM

1. Industry Overview 1
2. Industry Overview 2
3. Devs
4. Publishers
5. Games Marketing
6. Content & Creators
7. Mobile Gaming
8. EOM Project
9. Creator Economy
10. Games Marketing: Success stories
11. Mentoring Last session
12. Project Presentation



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MODULE 3: ESPORTS SALES & BUSINESS

1. Industry Overview
2. Marketing
3. Partnerships
4. Data & Analytics
5. Business Development
6. Monetization
7. Project Pitch
8. EOM Project
9. Esports Sponsorships: Success stories
10. Fan Engagement
11. Mentoring Last session
12. Project Presentation

*Program subject to change



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