PCAF: Professional Esports Productions (B.S.)

The proposed B.S. in Professional ESports Productions is a cross-disciplinary, fully on-line degree that includes existing courses in Business, Communication, and Digital Media. Students graduating with the Bachelors of Science in Professional Esports Productions will be prepared to immediately enter the esports arena and contribute to the fast-growing industry. Similar to the Tennis and Golf Management degrees, the Esports degree is designed to appeal to individuals who enjoy the sport and want to make a career in one of the many related professions. Professional Esports Productions is designed to highlight the various professional skillsets required to manage, facilitate, promote, develop and support the emerging esports market. The target date for implementation is Fall 2021.

I support the proposed B.S. in Professional Esports Productions for the following reasons:
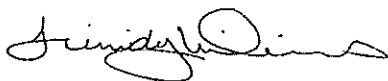
- Outstanding potential to attract students to Ferris and grow our on-line offerings. According to a recent article in Inside Higher Ed, "Advocates of college esports programs agree the field is becoming an avenue for colleges to recruit young people who may have not considered going to college for a traditional degree."
- Esports is a cutting-edge, highly distinctive, and fast-growing curricular opportunity. Ferris has a competitive advantage over our Michigan counterparts in that the focus of our mission is on the development of practical skills.
- Outstanding job prospects for graduates. According to a study by HitmakerJobs, "Esports job opportunities [were] up 185% in the first half of 2019. The amount of job opportunities in the esports industry has grown 185.74 percent when comparing the first six months of 2019 to the first six months of 2018."

I approve the PCAF giving permission for the staff in Extended and International Operations (EIO) to collaborate with key faculty in the Colleges of Arts and Sciences and Business to develop the full proposal. Over this next budget year (2020-21), the proposers are expected to work with the Account Clerk in the College of Business, Kim Wilber, and myself to build the projected start-up costs into the College of Business budget for 2021-22. Then, continue to plan for and build the additional projected costs for Year 2 ($191,000) and Year 3 ($307,000) into subsequent College of Business budgets without going into deficit.

With the provision that COB administration agrees that the projected costs are consistent with objectives and provided for budgetarily.

X _____
Trinidy Williams
Acting Dean, College of Arts and Sciences

X _____
David Nicol
Dean, College of Arts and Sciences

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7/23/20.

Preliminary Curriculum Approval Form (PCAF)

A PCAF is required when significant new resources (equipment, library, facilities, funding, faculty/staff, etc.) will be required to implement the modification or addition. **If a Preliminary Curriculum Approval Form (PCAF) is required, it must be completely approved prior to proposal submission.**

The preliminary curriculum approval process assures that curriculum development is aligned with the Ferris State University Strategic Plan. The PCAF requires a brief description that addresses a range of pertinent information and topics and is reviewed by department administrators, deans, the Provost or his/her designee and the Presidents Council. *Approval of the PCAF does not guarantee funding support from Academic Affairs.*

Preliminary approval by the Provost does not guarantee final approval of the full proposal. Approved PCAFs are posted on the [Academic Affairs PCAF website](#) to inform the University community about programs under development.

Name(s) of proposal initiator(s): Andrew Peterson
Department(s)/College(s): Extended & International Operations

Type of curriculum change (check one):

☒ New Degree, Program/Major
☐ New Minor requiring 3 or more new courses and/or new resources
☐ New Concentration requiring 3 or more new courses and/or new resources
☐ New Certificate requiring 3 or more new courses and/or new resources
☐ Existing program redirection or shift in emphasis requiring 3 or more new courses and/or new resources
☐ Curricular customization of existing program for off-campus cohort group

1. Name of degree, program/major, concentration, certificate, or minor. Briefly describe the curriculum plan/template. Bachelors of Science in Professional Esports Productions. The curriculum plan will fit a traditional Bachelors of Science degree at Ferris State University. The 4-year degree will make use of a majority of existing courses with some new courses built in to support the industry specific skills and expectations. This cross-disciplinary, fully online degree will make use of existing courses in the Business, Communications, and the School of Digital Media. Students graduating with the Bachelors of Science in Professional Esports Productions will be prepared to immediately enter the professional esports arena and contribute to the growing industry. Much like the Tennis and Golf Management degrees, the Esports degree is designed for individuals who enjoy the sport and want to make a career in the surrounding professions. Professional Esports Productions is designed to highlight the various professional skillsets required to manage, facilitate, promote, develop and support the emerging esports market.

2. Target date for implementation. Fall 2020

3. Briefly explain the rationale for this initiative. If the initiative involves customization of an existing program for delivery to an off-campus cohort group, also explain the nature of the proposed curricular customization. Esports as a part of traditional sports, or a student organization has been dominating higher education news. Esports as a professional career mirrors that of other professional sports. The athletes on the stage represent a small percent of the business ecosphere. Surrounding that athlete are dozens of individuals supporting the efforts. Those are professional careers that align with a majority of degrees already at Ferris. Much like our Golf and Tennis degrees support individuals seeking pathways into those respected fields, the Professional Esports Productions will prepare

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students to enter and support the growing Esports environment. Given the nature of this profession, it is expected that the majority, if not all of the classes would be offered online, or at least in some modified hybrid format. With the exception of the actual events and event planning, the world of Esports is online. It seems fitting that we allow students to study and present mastery in that same format.

4. Are there similar programs at other Michigan universities? If so, where? What is the enrollment in the other programs? Esports as a varsity sport, student club, or casual viewing exists on most college campuses. Esports based degrees are emerging daily. Ferris has a competitive advantage over most in that our roots are based on practical skills. Existing courses in our Digital Animation and Game Design program, Television and Digital Media Production, Sports Communication, and Event Planning programs will naturally support this emerging skillset.

5. Briefly explain any similarities of the proposed initiative (program objectives and/or curriculum) with already established FSU or KCAD programs: This proposal aligns with similar course level goals in multiple curriculum throughout the Ferris academic landscape. One of the primary benefits of creating this program is the promotion of existing resources for an emerging profession. The degree itself does not compete with any existing programs, but instead supports existing programs, and adds value to our students seeking credentials in this emerging field.

6. Briefly describe indicators of the employment market for students completing this initiative, including sources used for employment information/data. https://www.sportsvideo.org/event/2019-esports-production-summit/ https://twitchtracker.com/statistics https://www.esports.net/news/industry/the-billion-dollar-opportunity-of-esports/

7. Briefly describe indicators of potential student interest/demand for the new initiative, including sources used for student market information/data. We have a student group of 250-300 active students currently participating in various esports related activities.   COAS 190 – Introduction to Esports was offered as an experimental course in Spring of 2020 and 21 students enrolled.

8. To what extent will this initiative draw new students to FSU or KCAD? To what extent will it draw students from existing programs? If the curriculum is paired with varsity esports and university facilities to host events this will draw new students. As a stand-alone curriculum offering this would create a new space between our existing Event Planning, Sports Comm, DAGD, and TDMP programs.

9. Approximately how many students are expected to enroll? Include rationale for estimates. As a growing profession, with a common thread of gaming interest, this degree hits the perfect mix of required professional skillsets, demand from industry, and interest from students.

    __20_ in the first year?   __60___ after three years?

10. At which FSU campuses/regional centers or other sites will the initiative be offered? Online

11. Will Internet or other distance learning technology be used for course/program delivery? Describe. This will be a fully online program.

Complete questions 12, 13, 14 in consultation with department administrator and/or dean.

1. Provide a rough estimate of the resources needed to implement the initiative. Please attach a three year budget to include faculty salaries plus benefits, library materials estimate, equipment and classroom materials estimate, and renovation estimate. See Form Below
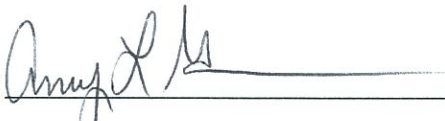
Program Budget - B.S. Professional Esports Production

Salaries:	Year 1	Year 2	Year 3	Total
New Adjunct Faculty	12,000	16,000	22,000	
Esports Coordinator	80,000	80,000	80,000	
Faculty Champion			100,000	
Facility Requirements:				
Esports Arena	100,000	30,000	30,000	
Other:				
Marketing	5,000	5,000	5,000	
Travel	10,000	10,000	10,000	
Professional Development	5,000	5,000	5,000	
Esports Scholarships	25,000	35,000	45,000	
Event Hosting	10,000	10,000	10,000	Grand Total
Total	247,000	191,000	307,000	745,000

2. Project the resources that could come from reallocation within the department or college and the new resources that would be required. This program would not rely on reallocation of resources from existing departments or colleges.

3. Are there new space needs? If so, how much? How would the space be used? Has existing space been identified? If so, where? Is renovation/remodeling necessary? New space has been identified in the proposal for the Virtual Learning Center. If that space is not approved, alternate space would have to be identified.

4. Is there professional accreditation for the program? Is it required or voluntary? Will accreditation be sought, and when? What will be the one- time and ongoing costs of accreditation? There is no professional accreditation for this program.

5. Has there been preliminary discussion with other departments/colleges that will be involved in course/program delivery? If yes, what was the feedback? Additional discussions will be required with DAGD, TDMP, Sports Comm, and Event Planning programs to ensure cohesion across the required courses.

Department Administrator's signature: _____ Date _03/6/20_

Note: If this is an interdepartmental initiative, include additional Department Administrator signatures

Comments:

Dean's signature: _____ Date _3/6/2020_
- For cross-college initiatives, include additional signature(s) of Dean(s)
- For existing programs customized for off-campus delivery to a cohort group, include College and EIO Deans' signatures

Comments:

Associate Provost's Signature: _____ Date **7/23/20**

☒ Approved   *See attached.*

Comments and/or suggestions:

☐ Not approved - Explanation:

Provost's Signature: _____ Date **7/29/2020**

☐ Presented to the President's Council for comments

☒ Approved - Approval indicates permission to develop the full proposal. It does not assure final approval.

Comments and/or suggestions:

☐ Not approved - Explanation:

KCAD proposals only
KCAD President's signature: _____ Date_____
- For KCAD initiatives, include KCAD President's signature

☐ Presented to the President's Council for comments

☐ Approved - Approval indicates permission to develop the full proposal. It does not assure final approval.

Comments and/or suggestions:

☐ Not approved - Explanation:

BS in Esports is an interdisciplinary degree

FIRST YEAR

Fall Courses	Credits		Spring Courses	Credits
ESPT 100	3		ESPT 201	1
COMM 121	3		TDMP 110	3
DAGD 104	3		ESPT 110	3
MATH 114 or 115	3		ENGL 150	3
FSUS 100	1		DAGD 150	3
			Track Elective #1	3
Total Credits	**13**		**Total Credits**	**16**

SECOND YEAR

Fall Courses	Credits		Spring Courses	Credits
ESPT 202	1		ESPT 203	1
STQM 260	3		DAGD 260	3
ENGL 250	3		GenEd Natural Science w/ Lab	4
TDMP 243	3		ISIN 200	3
GenEd Culture	3		PSYC 150	3
Track Elective #2	3			
Total Credits	**16**		**Total Credits**	**14**

THIRD YEAR

Fall Courses	Credits		Spring Courses	Credits
ESPT 204	1		ESPT 350	3
ENGL 311	3		BLAW 321	3
HSMG 301	3		TDMP 328	3
MKTG 321	3		GenEd Self	3
GenEd Culture	3		MGMT 301	3
Track Elective #3	3			
Total Credits	**16**		**Total Credits**	**15**

FOURTH YEAR

Fall Courses	Credits		Spring Courses	Credits
ESPT 425	3		ESPT 498	3
MKTG 425	3		COMM 383	3
COMM 365	3		GenEd Self	3
EDPE 426	3		ESPT 499	3
GenEd Natural Science	3		Track Elective #4	3
Total Credits	**15**		**Total Credits**	**15**

			Total Degree Credits	**120**

Dept	Level	Course	Credit	GenEd Flags
ESPT	100	Intro to Esports	3	
ESPT	110	Ethics in Esports	3	
ESPT	201	Esports Casting and Streaming	1	
ESPT	202	Esports Event Management	1	
ESPT	203	Esports Security	1	
ESPT	204	Esports Coaching	1	
ESPT	350	Psychology of Play & Players	3	SSOC
ESPT	425	Culture and Diversity of Gaming	3	CULT
ESPT	498	Capstone	3	
ESPT	499	Internship	3	
HSMG	301	Hospitality Facilities Mgt	3	PROB
BLAW	321	Contracts and Sales	3	
MGMT	301	Applied Management	3	
MKTG	321	Principles of Marketing	3	PROB / COLL
MKTG	425	Marketing Research	3	
DAGD	104	Digital Imaging	3	
DAGD	150	Intro to Game Design	3	
DAGD	260	Multimedia 1	3	
TDMP	110	Intro to Digital Media	3	
TDMP	243	Field Production	3	
TDMP	328	Online Media Management	3	PROB / COLL
COMM	121	Fundamentals of Public Speaking	3	
COMM	365	Intercultural Communication	3	COMM
COMM	383	Mass and Social Media Comm	3	GLOB
ENGL	150	English 1	3	COMM
ENGL	250	English 2	3	COMM
ENGL	311	Advanced Technical Writing	3	COMM
MATH	114	Quantitative Reason	3	MATH
STQM	260	Introduction to Statistics	3	
ISIN	200	Secure Digital Technologies	3	
FSUS	100	Freshman Seminar	1	
EDPE	426	Issues in Physical Education	3	
PSYC	150	Intro to Psychology	3	US
Elective		Natural Science	3	NSCI
Elective		Natural Science w/ Lab	4	NSCI
Elective		Culture	3	CULT
Elective		Culture	3	CULT
Elective		Self	3	SSOC
Elective		Self	3	SSOC
Elective		Track Specific - TBD	3	
Elective		Track Specific - TBD	3	
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Elective		Track Specific - TBD	3	
		Total Degree Credits	120	