

## E-Sports Management

**Study subject code:**

- Abstract:** Development of esports related to computer interaction, evolution of computer games, typology, changes in modern software and trends, principles of computer games development and design and their application in everyday social, economic environment, version. Students will know and understand the basic principles and theories of computer games and software development. Students will be able to carry out comprehensive and systematic analysis of esports market.

### 2. Volume in credits and hours:

Volume in credits	Lectures	Practical work, (classes, seminars) hours	Tutorials, hours	Self-study, hours	Total hours	Assessment
5	8	32	6	87	133	Case analysis (project)

### 3. Study subject topics:

No	Course content: the topics	Contact work hours			Self-study	Total hours of academic load
		Lectures	Practical work (classes and seminars)	Tutorials		
1	History of video games and esports	1	2		11	14
2	Genres of video games	1	2		11	14
3	Esports and video games industry	1	4		12	17
4	AAA and Indie video games	1	4		10	15
5	Esports event management	1	6		11	18
6	Esports marketing	1	6		11	18
7	Esports streaming	1	4		10	15
8.	Sponsorship of esports	1	4	6	11	22
	<b>Total:</b>	<b>8</b>	<b>32</b>	<b>6</b>	<b>87</b>	<b>133</b>

### 4. Topics of practical-laboratory work:

- Analysis of scientific publications about esports and video games;
- Project work about esports team development or video game concept.

**5. Self-study assignment:** Project – esports team development.

### 6. Assessment system of the learning achievements – summative assessment:

Assessment criteria			
Mid-semester tests		Case analysis (project)	
%	Grade/points	%	Grade/points
50	5.0	50	5.0
Total: 100% = 10 points (final grade)			

**7. Language of instruction:** English

**Lecturer coordinating the subject**

**Edgaras Abromavičius**