



ISDE

Law Business School



Master in esports Business

Exclusive Partners

Introduction

The exponential growth of the esports has highlighted the importance of professionalizing the industry. While some training programmes in the creation and development of video games exist, this programme is the only one that trains professionals to deal with all segments of such a growing business.

The Master in esports Business allows students to learn with some of the best leading professionals in the game industry, providing them with a closer and more realistic perspective of the market not offered by any other existing program.

The goal is to train future professionals that can meet the current demand required by the esports industry.

Career Opportunities

The Master prepares students for the following roles:

Sports Business

- Sports project manager (team, league, tournament, and event).
- Responsible for production of sport events.
- Responsible for production of leagues and tournaments.
- Marketing manager of a sports organization.
- Sales manager of a sports organization.
- Sports expert in a marketing and communication agency.
- Sports expert in the Department of Marketing and Communication of a consumer brand.
- Entrepreneur in the sports industry.

Sports Media

- Journalist specializing in sports.
- Sports broadcasting caster.
- Responsible for audiovisual production of leagues, tournaments, and sport events.
- Responsible for Public Relations of a sports team.
- Responsible for communication of a sports team.
- Communication manager of a sports league.

Master Information

ACADEMIC DIRECTION

Jean Sebastian Ventura

Founder and CEO of 6 TV channels including
esport, entertainment and Sport

Helena Perelló Draper

Global Chief Communications
Officer at Atrápalo

START DATE

January

DURATION

One academic year

LANGUAGE

English

FORMAT

On-site



Sede ISDE Barcelona, Avda. Tibidabo 30

Academic Program

Esports Fundamentals:

1. Esports Cultures and Competitions: History of Competitive Gaming and esports, Evolution of Play / A Culture of Mods, Genres and Games, Esports in Media and Popular Culture, What Makes a Game an esport, From LAN Parties to Stadiums.

2. Esports in Society: Esports and Minors, Esports and Gender, Esports and Health, Esports and Education.

3. Industry Overview: Market Analysis, Key Stakeholders and Role Players in the Industry, Value Chain and Business Models, Open System vs Closed System.

4. Esports future and Trends: Mobile esports, Big Data and Blockchain, AR/VR, Esports Global Expansion.

5. Media in esports: History of esports shout casting, The Rise of the Streamer, Esports Media Landscape, Audience Analysis, Broadcasting to Cord-cutters.

6. Esports Law: Regulatory Landscape, IP License and Rights, Governing bodies and Rights, Transfer Agreements, Dispute Resolution Mechanisms, Integrity and Compliance, Esports and Betting, Becoming an esports Professional.

7. Marketing: The five P's of esports, Authenticity and Credibility, Sponsorship rights, Broadcasting rights, Measuring ROI, Brands, Brand Management, IP Rights, PR and Press Relations.

8. Competition Management: Tournament Formats, Online, LAN, and BYOC Tournaments, Rules and Regulations, Tournament Software, Human Resources.

9. Media Production: A spectator sport, Storytelling and Narratives Engagement with Players, Viewers and Fans, Live Production and Project Management, Content Creation and Distribution.

10. Event Management: Typology of esports Events, Business Models, Marketing and Sponsorships, Logistics and Suppliers, Human Resources, Event Planning.

11. Team management: History of esports Teams, Coaching a Gamer, Financial Direction, PR & Marketing, Players Representation, Human Resources

**The academic program is subject to modifications.*

Contact

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Partners

- SAP
- Edge
- LVP
- Streamloots
- Mad Lions
- The Moon
- Twitch.
- TEO (The Esports Observer)
- GSIC (Global Sports Innovation Center)
- Kinguin
- Blast
- Challengermode
- Nicecactus
- Blinkfire
- Nielsen
- G2

Why should you choose this Master?



More than 20 years of experience in training in sports programs



Prestige and international recognition



More than 200 offices, firms and sports organizations worldwide

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