



**Bow Valley  
College**

## **Course Outline**

**ESPR1102**

Esports Global Ecosystem  
Winter 2025 - Current

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## ESPR1102 Esports Global Ecosystem

### COURSE DESCRIPTION

This course identifies trends within the esports industry specifically relating to esports in a global ecosystem. The course outlines how esports is a global industry and then compares and contrasts the industry in different geographical regions around the world.

REQUISITES	Complete the following courses: <ul style="list-style-type: none"> <li>• ESPR1101 - Introduction to Esports (3)</li> </ul>
EQUIVALENTS	None
CREDITS	3
HOURS	45
ELIGIBLE FOR PLAR	No
ZERO TEXTBOOK COST	No

### COURSE LEARNING OUTCOMES

Bow Valley College is committed to ensuring our graduates can demonstrate their abilities in key areas that will make them effective citizens and encourage their development as lifelong learners. In addition to the discipline-specific skills that learners acquire in their programs, the College has identified ten learning outcomes.

#### College-Wide Outcomes:

1. Communication
2. Thinking Skills
3. Numeracy and Financial Literacy
4. Working with Others
5. Digital Literacy
6. Positive Attitudes and Behaviours
7. Continuous Learning
8. Health and Wellness Awareness
9. Citizenship and Intercultural Competence
10. Environmental Sustainability

#	COURSE LEARNING OUTCOME(S)	COLLEGE WIDE OUTCOMES SUPPORTED
1	Discuss the presence and relevance of international esports authoritative bodies and their influence on global competition.	1, 2, 7
2	Contrast the diverse competitive esports ecosystems across various global regions.	1, 2, 4, 5, 7, 9
3	Interpret foreign economic trends related to gaming and esports.	2, 4, 5, 7, 9
4	Analyze international academic and recreational esports programs to distinguish their similarities and differences.	1, 2, 4, 5, 7, 8, 9
5	Examine diverse cultural attitudes and approaches to esports competitions and careers globally.	1, 2, 4, 5, 6, 7, 8, 9
6	Demonstrate strong teamwork skills using effective communication and problem-solving techniques.	1, 2, 4, 6, 9

## COURSE MODULES AND SCHEDULE

*\*Course schedule subject to change, depending on delivery mode and term of study. For exact dates, please consult the Course Offering Information in Brightspace.*

### WEEK/HOURS MODULES

Week 1	Esports industry review
Week 2	Globalization of esports
Week 3	Esports in Canada
Week 4	Esports in the United States of America
Week 5	Esports in Asia-Pacific
Week 6	Esports in Western and Eastern Europe
Week 7	Esports in Europe, the Middle East, and Africa
Week 8	Esports in Southeast Asia
Week 9	Reading Week
Week 10	Esports in South America
Week 11	Esports in Oceania
Week 12	International esports events
Week 13	Grassroots and academic esports across the globe
Week 14	Global esports governance
Week 15	Final exam

**ASSESSMENT**

COURSE

LEARNING

ASSESSMENT

WEIGHT

OUTCOME(S)

COURSE LEARNING OUTCOME(S)	ASSESSMENT	WEIGHT
1, 2, 3, 4, 5, 6	Assignments (Minimum of 5)	70%
1, 2, 3, 4, 5	Final Exam	30%

Important: For details on each assignment and exam, please see the Course Offering Information.

**PERFORMANCE STANDARDS**

A minimum grade of D is required to pass this course. However, a program may require a higher grade in this course to progress in the program or to meet specific program completion requirements.

Please consult with the program area or contact the program chair for further details. A minimum Grade Point Average of 2.0 is required for graduation.

**GRADING SCHEME**

Grade	Percentage	Grade Point	Description
A+	95-100	4.0	Exceptional: superior knowledge of subject matter
A	90-94	4.0	Excellent: outstanding knowledge of subject matter
A-	85-89	3.67	
B+	80-84	3.33	
B	75-79	3.0	Very Good: knowledge of subject matter generally mastered
B-	70-74	2.67	
C+	67-69	2.33	
C	64-66	2.0	Satisfactory/Acceptable: knowledge of subject matter adequately mastered
C-	60-63	1.67	
D+	57-59	1.33	
D	50-56	1.0	Minimal Pass
F	Less than 50	0.0	Fail: an unsatisfactory performance

## REQUIRED LEARNING RESOURCES

Hedlund, D., Fried, G., & Smith, R. (2020). *Esports business management*. Human Kinetics.

ISBN: 9781718207257

Additional learning resources may be found in the Course Offering Information or in Brightspace.

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## ADDITIONAL INFORMATION

### **Learner Conduct:**

Learners assume full responsibility for their content and for the integrity of the academic work they submit.

The guiding principle of learner code of conduct is to ensure a “safe, comfortable, consistent, and equitable” environment for all College community members. Learners “must not engage in conduct that limits the reasonable freedom of other persons”, are harassing or discriminatory, inhibit College operations, are “violent or threatening”, or that “a reasonable person would see as inappropriate”.

The guiding principle of academic integrity shall be that a learner's submitted work, examinations, reports, and projects must be their own work. ***Learners submitting non-original work will receive an automatic zero on the assignment or exam. Further offences will result in a failing grade in the course and either suspension or expulsion from the department.***

Additional information may be found in the Course Offering Information or in Brightspace.

## ACADEMIC ACCOMMODATIONS

Learners with a disability (learning, physical, and/or mental health) may qualify for academic and exam accommodations. For more information, or to apply for accommodations, learners should make an appointment with Accessibility Services in the Learner Success Services (LSS) Department. Accessibility Services can also assist learners who may be struggling with learning but do not have a formal diagnosis. To make an appointment visit LSS on the first floor of the south campus or call 403-410-1440. It is the learner's responsibility to contact Accessibility Services and request academic accommodations. For more information, please visit our website at <http://www.bowvalleycollege.ca/accessibility>.

## INSTITUTIONAL POLICIES

Bow Valley College is committed to the highest standards of academic integrity and honesty. Learners are urged to become familiar with and uphold the following policies: Academic Integrity (500-1-7), Learner Code of Conduct, Procedures and Guidelines (500-1-1), Learner Appeals (500-1-12), Attendance (500-1-10), Grading (500-1-6), Academic Continuance and Graduation (500-1-5), and Electronic Communications (300-2-13). Audio or video recording of lectures, labs, seminars, or any other teaching

and learning environment by learners is allowed only with consent of the instructor as part of an approved accommodation plan. Recorded material is to be used solely for personal study and is not being used or distributed without prior written consent from the instructor.

**Turnitin:**

Students may be required to submit their course work to Turnitin, a third-party service provider engaged by BVC. Turnitin identifies plagiarism by checking databases of electronic books and articles, archived webpages, and previously submitted student papers. Students acknowledge that any course work or essays submitted to Turnitin will be included as source documents in the Turnitin.com reference database, where it will be used solely to detect plagiarism. The terms that apply to a student's use of Turnitin are described on Turnitin.com.

**Online Exam Proctoring:**

Examinations for this course may require proctoring through an online proctoring service. Online proctoring enables online exam taking within a controlled and monitored environment, thereby enhancing academic integrity. Online proctoring may occur through a variety of methods, including but not limited to:

- a. live online proctoring where a remote invigilator authenticates identity and observes completion of an exam using specialized software and recordings;
- b. automated proctoring where the exam session is recorded and AI (artificial intelligence) analyzed;
- c. browser lockdown that limits access to other applications, websites, copying, printing, screen capture and other functions; or
- d. a combination of both live/automated proctoring and browser lockdown.

Course instructors will review recordings, analyses, and data obtained through online proctoring for academic integrity infractions. It is the student's responsibility to meet the technical, software, location, and identity verification requirements necessary to enable online proctoring.

Further details of these policies are available in the Academic Calendar and on the Bow Valley College website, [bowvalleycollege.ca](http://bowvalleycollege.ca).

Learners are encouraged to keep a copy of this course outline for future reference.

**Collection of Personal Information:**

This course, including your image and voice, may be recorded and made available to you and other students taking the course section. By attending the class(es) online or in person, you consent to the collection of your personal information. If you do not wish to be recorded, please contact your instructor before starting the course/class to discuss alternative arrangements.

You may use the recordings only for educational purposes and you must not copy, share, or use the recordings for any other purpose without the instructor's express permission.

Your personal information is collected in accordance with section 33(c) of the Freedom of Information and Protection of Privacy Act (Alberta) to deliver academic programming, support learner flexibility, promote universal design for learning principles, and for purposes consistent with the course activities and outcomes. If you have any questions about the collection, disclosure, use, or protection of this information, please contact the College's Access and Privacy Officer at [foip@bowvalleycollege.ca](mailto:foip@bowvalleycollege.ca).