Integrating eSports within the Traditional Sport Management Curriculum

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Esports continues to expand across various environments, including within education. Esports provides an opportunity for students to understand the integration of multiple disciplines needed to successfully produce high quality content and events and can be used to extend the sport management curriculum (Christophers, 2009). The integration of esports can serve as a student engagement vehicle and can provide students greater understanding and opportunities within the sport and events industries. This presentation will provide information regarding how esports can be utilized in the classroom in various ways, including through experiential learning and the development of case studies focused on contemporary issues.