

Academic Programs and Planning (APP) Committee
Feedback and Response Form

Thank you for your submission of the proposal titled Esports management.

The APP committee reviewed the proposal on 9/15/2022 and 10/19/2022. Feedback following the first review is included below, along with clarification provided by the proposers to that feedback. APP appreciates the thorough nature of that response and agreed that all of our questions were fully addressed. The committee unanimously recommends the proposal to the faculty senate.

Strengths of the Proposal:

The proposal clearly lays out the value of a major that is likely to be of interest to students, and is of direct relevance to the Atlantic City area.

Committee Suggestion/Clarification	Author Response
There is no mention of library resources that may be needed. Even if the answer is that no new resources are needed, the State requires that there is explicit mention of resource needs in terms of physical, technological and library resources. This includes journal databases, software, etc.	Refer to proposal page 12. No new library resources are needed to support the BS in Esports Management program. Under the School of Business and the Hospitality, Tourism and Event Management Studies program, there are several existing resources that will be utilized. The University currently purchases the license for several discipline related library resources including, Hospitality & Tourism Complete, ABI/INFORM Collection, and Business Source Premier to list a few. <ol style="list-style-type: none">1. Hospitality & Tourism Complete is a trusted full-text database covering all areas of hospitality and tourism, including hospitality law,

market trends, hotel management,
and Esports. In addition to full-text

	*Database descriptions copied from Stockton Library.
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Are all courses expected to be in person or would this be partially on-line?

Refer to proposal page 8 and Appendix A.

In alignment with the compliance and Middle State Accreditation as a primarily, in-person undergraduate institution, we are required to offer more than 50% of the courses in person. Within the School of Business, faculty are scheduled to maintain a ratio of 70% in-person across all program courses. This program will follow the same standards, refer to Appendix A for the curriculum degree mapping that designates course modalities.

The Esports Management BS degree is an interdisciplinary degree with many courses cross listed between programs in the School of Business. The modality of courses found in the BSNS

The proposal has no full-time faculty until 2 years into offering the degree (p12). How are students going to be mentored or feel like this is truly a major that is supported by the university without dedicated faculty? Who would serve as program chair until such time as tenure-line faculty are hired? Only two new lines

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	<p>maximizes program resources and staff across the School of Business.</p> <p>The HTMS Esports Committee will recommend, vote, and select the program chair with support from the Dean of the Business School.</p> <p>Recently, the HTMS program, as well as concentrations in the School of Business, were evaluated. A major finding, consistent across the discipline areas included students seeking specific degrees vs concentrations. Accordingly, a BS degree in Esports Management is more valuable than a concentration as students receive an in-depth education in this industry area vs a general degree with an opportunity to select concentration electives. Additionally, the specific degree program gives students more targeted experience and has the bandwidth to address the wide skill base required for Esports.</p>
<p>Related to the question regarding Program faculty above: None of the courses in the curriculum map use a new Esports acronym. This suggests that Esports could more accurately be a concentration within HTMS, or a separate major that is housed in HTMS.</p>	<p>There is a specific acronym, ESPM. This program will be structured similar to the HTMS program in which courses will be cross listed. The intention is as the program grows and faculty are secured, courses will transition to the ESPM acronym. Once the Esports Management BS program is approved, the following courses will immediately transition in FY2024 from HTMS to ESPM:</p> <p style="padding-left: 40px;">HTMS 3138 Esports and Events Industry</p>

	<p>who plan on attending Drexel University are not likely to consider Stockton as an alternative. Our proposal is designed to leverage Stockton's proximity to Atlantic City. That is also why the degree falls under the umbrella of Hospitality, Tourism, and Event Management.</p>
<p>There are two marketing courses in the curriculum and two accounting courses and one finance course. Might the two marketing courses be merged to one and at least the two accounting courses merged to one? This way, two of the three Gens courses that are listed as electives, could be included in the core courses and students would be able to diversify the G requirements in other areas unrelated to business, HTMS, or Esports - which is the intent of G courses.</p>	<p>These are highly attractive considerations that will be evaluated in the near future. Major changes to the core business curriculum requires a review for AACSB accreditation requirements and requires changes across the entire School of Business. The two accounting courses, one finance course and one of the marketing courses are part of the core School of Business courses that meet this accreditation requirement.</p> <p>Course mergers have been successful in HTMS and approved in prior AACSB reviews (School of Business requires Micro and Macro Economics and HTMS requires one course, Economics of Tourism, which is the requirement in the Esports Management BS program). As the program grows, we will explore similar options regarding the marketing and/or accounting courses. This will require the development of new courses designed specifically for the Esports program.</p>

There is an inconsistency with the required program courses on page 8 and the curriculum worksheet in appendix A. Specifically, is the course HTMS

	Esports and Events Industry Esports Event Production Esports Professional Work Experience
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