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. 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 journals, it provides magazines, company and country reports, books and newspapers. Subjects more specifically covered include culinary arts, demographics and statistics, development and investment, food and beverage management, hospitality law, hotel management and administrative practice, leisure and business travel, market trends, and technology. Esports intersects with many of these areas, making this resource ideal for the new program.*
	2. The ABI/INFORM Collection includes international coverage and provides researchers a complete picture of companies and business trends around the world. The collection features business and economics full-text journals and periodicals, dissertations, conference and working papers, country-and industry-focused reports and downloadable data, newspapers and news content.*
	3. Business Source Premier is a database covering business and management topics, including accounting, banking, economics, finance, international trade, marketing, management information systems, operations management, and Esports. It includes articles from thousands of scholarly and professional publications, academic journals,

and trade magazines. The full text of many titles is available, but for some titles, the database includes indexing and abstracts only. The database also includes company profiles of the world's 10,000 largest companies. Business Source Premier allows searching by fields relevant to the study of business, including company name, ticker symbol, product name, geographic location, and NAICS industry code. The university has also purchased enhanced searching which provides an easy way to both browse and search for country economic data, company profiles, industry information and market research.*

There are also computer science related resources available that include ACM Digital Library, the Association for Computing Machinery which contains full-text articles and bibliographic literature covering computing and information technology as well as Computer and Information Systems Abstracts.

The Esports Intramural Program at Stockton has an existing designated space referred to as the Esports Facility, building 80, in the Housing IV commons. This facility features high-end gaming PC's. The facility is available to all students to experience the Esports ecosystem, hone their skills and even play with friends. The facility includes the Blue Room with custom Pc's in a dark-mode aesthetic as well as the Gold Room that

features Lenovo Legion Pc's in a light-mode aesthetic. The facility features top quality components to ensure maximum reliability and performance including but not limited to Corsair, Noctua, Nvidia, and Lenovo. Below is a current breakdown of available technology resources.

1. Lenovo Legion T5
    a. Intel i7 11700 Nvidia 3060
    b. [12] Deployed / [15] Total
    c. Lenovo Legion C730
2. Intel i7 9700K Nvidia 2070
    a. [9] Deployed / [18] Total
3. Custom PC's
    a. Intel i7 8700 Nvidia 1070Ti
    b. [11] Deployed / [15] Total

It is important to note, the Esports Intramural Program is the owner of the Esports Facility; students enrolled in the intramural program may or may not be enrolled in the Esports Management BS program. Common software students in the Esports Intramural Program and the Esports Management BS program will utilize is free of charge. This includes Discord and Twitch. Discord is a voice, video and text communication service used by over a hundred million people to hang out and talk with their friends and communities. Twitch is an interactive livestreaming service for content spanning gaming, entertainment, sports, music, and more; millions of people come together live every day to chat, interact, and make their own entertainment together.

Additionally, computer labs on campus are loaded with the Microsoft Office suite which is appropriate and will be utilized across program courses.

	*Database descriptions copied from Stockton Library.
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 University's federal 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 FOUNDATION will be delivered as face-to-face, hybrid, or online based on the term, instructor, and to meet the ratio as a primary, in-person institution. The following ESPM core courses will be scheduled only as face-to-face. 1. Esports Industry and Events 2. Esports Production As the program matures, course delivery will be evaluated and revised as needed to meet University standards, the needs of students enrolled in the program, and the industry.

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 are requested, making this a very small program in terms of faculty. Is there an expectation that faculty from other programs might shift to this program? Alternatively, could this major be a subprogram within hospitality, with an Associate Chair instead of a stand-alone Program?	Refer to proposal page #12. The ESPM program will be supported by faculty across the Business School and specifically faculty in the HTMS program. Accordingly, many HTMS faculty will be dedicated to the program based on curriculum requirements and faculty expertise. Fourteen of 20 courses in the BSNS FOUNDATION (including Experiential Learning) and the ESPM CORE will be taught by HTMS faculty. Based on enrollment and the hiring of two new lines, specific courses will be offered under the ESPM acronym. There is not the immediate expectation that faculty from other programs will shift into this program. However, if low program enrollment in other areas is experienced, it is reasonable to consider shifting faculty to ESPM. As an HTMS common practice, students not only meet with their assigned advisor, they have the option to participate in group advising sessions with all HTMS faculty. In addition, the HTMS faculty offer an "orientation" each semester to meet with faculty, ask questions, and seek further guidance and understanding related to their personal goals and the program. This practice will continue with students in the ESPM program. The HTMS program has recently experienced a decline in enrollment, consistent with many other programs in and outside the university. Based on HTMS current faculty loads and course scheduling, there are available seats. Utilizing HTMS faculty

| | maximizes program resources and staff across the School of Business.

The HTMS Esports Committee will recommend, vote, and select the program chair with support from the Dean of the Business School.

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. |
|---|---|
| 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. | 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:
● HTMS 3138 Esports and Events Industry |

	● HTMS 3139 Esports Event Production ● HTMS 3901 Esports Professional Work Experience
With so many schools in the area offering a major or the concentration/certificate, a cost benefit analysis comparing the Stockton Esports degree vs the Drexel Esports degree might further strengthen the proposal. Such an analysis would strengthen the evidence that Stockton would fill the seats in the program in spite of the offerings of other institutions.	Refer to proposal page 15. While degrees in Esports management are offered and have been announced at several New Jersey colleges and universities, Stockton University's Esports Management BS degree program is distinctive. The program requires 128 credits, including 80 credits focused on Esports Management and related hospitality, tourism, and business topics, along with 48 credits of non-business courses, including Stockton's general studies curriculum that ensures students have an interdisciplinary, liberal arts education, not to mention required professional development and internship hour requirements. We do not believe Drexel University's Esports Business degree is directly comparable to our proposal for an Esports Management degree at Stockton for two reasons: First, Drexel University's Esports Business degree requires students to take a total of 180 credits. Second, Drexel is a private research university, and for the 2022-2023 academic year, the estimated cost of tuition (list price) at the school is $56,595. Therefore, we do not think Drexel is a direct competitor to Stockton. Thus, we believe that Stockton's ability to fill the initial projected number of seats in the program is independent of Drexel's Esports Business degree since students

	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.
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.	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. 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.
There is an inconsistency with the required program courses on page 8 and the curriculum worksheet in appendix A. Specifically, is the course HTMS 3901 Professional Work Experience or is it ESPM 3901 Esports Professional Work Experience.	Corrections with utilization of the acronym have been made on page 8 based on the current state, as this program course uses the HTMS acronym. Once the BS in Esports Management program is approved, the following courses will immediately use the acronym ESPM:

	● Esports and Events Industry ● Esports Event Production ● Esports Professional Work Experience