



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: DEM2301

Course Title: Introduction to E-sport

Credits: 3(2-2-5)

Program: Digital Entrepreneurship Management (B.B.A)

International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2 **Academic Year:** 2019

Section 1 General Information

1. Code and Course Title:

Course Code: DEM2301

Course Title (English): Introduction to E-sport

Course Title (Thai): กีฬาอิเล็กทรอนิกส์เบื้องต้น

2. Credits: 3(2-2-5)

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Business Administration, Program in Digital Entrepreneurship Management (International Program), Revised in 2019.

3.2 Course Category:

- General Education Major Course
 Elective Course Others

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s):

4.1 Lecturer Responsible for Course: Ms.Phinyar Chaisongkram

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number: 305 Tel. 084-450-5963 E-mail: phinyar.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2019

6.2 Number of the students enrolled: 4 students

7. Pre-requisite Course (If any)

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8. Co-requisite Course (If any)

Course Code: None

Course Title: None

9. Learning Location

Building: International College, Nakhon Pathom Education Center

Wed 9.00 – 12.00

Room no. 302

10. Last Date for Preparing and Revising this Course:

None (New course)

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

- (1) The ability to identify the business theories and describe important case studies,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

1.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

1.4 Interpersonal Skills and Responsibility

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) Initiate some new business ideas and have leadership.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

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Section 3 Characteristics and Operation

1. Course Outline

This course provides the meaning of E-sport; history; major characteristics and the development of E-sport; The format of the business of E-sports from the past to present; the creation, production, sales, and advertising of both in Thailand and board; athlete management; time management, Sponsors and advertising management, fan base management, Including the development of the personality as a great E-sportsman.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)	Remedial Class (hours)
30 hours	30 hours	75 hours	-

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room No.: 305

Building: International College (Nakhon Pathom Education Center)

3.2 Consulting via office telephone/mobile phone: 084-450-5963

3.3 Consulting via E-Mail: phinyar.ch@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

LINE ID: @phinyar

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: http://www.elic.ssru.ac.th/phinyar_ch/

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) The team of students will help to remind other team members to be on time,
- (2) Provide an example of integrity in classroom such as no plagiarism,
- (3) Provide a case study that explains business ethics.

1.3 Evaluation Strategies

- (1) Checking student attendance every class,
- (2) Evaluate from how many students cheating in exam,
- (3) Evaluate from students' responsibility on their contribution on group project.

2. Knowledge

2.1 Knowledge to be acquired

- (1) The ability to identify the business theories and describe important case study,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use Problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speaker who is an expert in real world business.

2.3 Evaluation Strategies

- (1) Pop-quiz, midterm, and final exam,
- (2) A group project,
- (3) Class Presentation.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

3.2 Teaching Strategies

- (1) Group presentations,
- (2) Participate in real competitions such as business plan writing,
- (3) Problem-based learning.

3.3 Evaluation Strategies

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) The ability to initiate some new business ideas and have leadership.

4.2 Teaching Strategies

- (1) Allow students with work in unfamiliar situation with new team members,
- (2) Practice business manner and how to deal with customers,
- (3) Use advance business English to communicate in class and with lecturers.

4.3 Evaluation Strategies

- (1) How students participate in teamwork,
- (2) How students use advance business English in their presentation,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve business problems,
- (2) Use activities such as encouraging students to show their work in an exhibition,
- (3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

5.3 Evaluation Strategies

- (1) Evaluate the correct application of statistics and mathematics to solve problems,
- (2) Evaluate their ability to present their work in at an exhibition,
- (3) Evaluate their ability to use software computer such as Photoshop doing their work.

Remark: Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2. (Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Course Introduction What is E-sport?	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Student research • Moodle 	Ms. Phinyar
2	History and the development of E-sport	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research 	Ms. Phinyar
3	E-Sport Ecosystem: E-sport industry overview	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research 	Ms. Phinyar
4	E-Sport Ecosystem: Game publisher	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research 	Ms. Phinyar
5	E-Sport Ecosystem: Game Content Creator	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research 	Ms. Phinyar
6	E-Sport Ecosystem: E-sport Event Organizer	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research 	Ms. Phinyar
7	E-Sport Ecosystem: E-sport player	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research 	Ms. Phinyar
8	Midterm Examination			
9	E-Sport Ecosystem: E-sport team and agency	4	<ul style="list-style-type: none"> • Moodle • Discussion • Co-operative learning • Student research 	Ms. Phinyar
10	Final Project Preparation: E-sport career and opportunity	4	<ul style="list-style-type: none"> • Moodle • Discussion • Co-operative learning • Student research 	Ms. Phinyar

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
11	Online Game Fans: New Audience Commodities in the New Media Era	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research 	Ms. Phinyar
12	Video Game Aesthetics	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research 	Ms. Phinyar
13	Game and Culture	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research 	Ms. Phinyar
14	Video Game and Risk	4	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Moodle 	Ms. Phinyar
15	Present Final Project	4	<ul style="list-style-type: none"> • Co-operative learning • Performance activities 	Ms. Phinyar
16	Final Examination			

* The schedule may be subject to change

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Ethic and Morals</p> <p>(1) The ability to deliver or to complete a required task at or the appointed time,</p> <p>(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,</p> <p>(3) The ability to make decisions according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Attendance criteria • Class and group activities participation 	Throughout semester	10 %

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
2	Knowledge (1) The ability to understand and explain about game, E-sport and E-sport ecosystem, (2) The ability to provide an analysis and provide the solution to real situation,	<ul style="list-style-type: none"> • Quiz • Paper test 	Throughout semester Week 8 and 16	10% 20% and 25%
3	Cognitive Skills (1) The ability to gather and summarize information, and conduct research, (2) Self-study and sharing information to the class, (3) The ability to solve problems from case studies.	Cooperative learning	Throughout semester	10 %
4	Interpersonal Skills and Responsibilities (1) The ability to communicate in English, (2) The ability to use English to solve business problem, (3) Initiate some new business ideas and have leadership.	<ul style="list-style-type: none"> • Cooperative learning • Group discussion 	Throughout semester	10%
5	Numerical Analysis, Communication and Information Technology Skills (1) Be able to use basic ICT skills and apply them to daily life, (2) Be able to use statistics and mathematics to solve business problems, (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.	<ul style="list-style-type: none"> • Final Project 	Throughout semester	15%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

- Egenfeldt-Nielsen, S., Smith, J., & Tosca, S. (2019). *Understanding Video Games: The Essential Introduction* (4th ed.). Routledge.
- HEINEMAN, D. (2015). *Thinking about Video Games: Interviews with the Experts*. Indiana University Press.
- Jin, D. Y. (2010) *Online Game Fans: New Audience Commodities in the New Media Era?*. Korea's Online Gaming Empire, MIT Press.

2. Important Documents for Extra Study

- Thiel, A. and John, J. (2018). *Is eSport a 'real' sport? Reflections on the spread of virtual competitions*. *European Journal for Sport and Society*, 15(4), pp.311-315.
Retrieved from: <https://www.tandfonline.com/doi/pdf/10.1080/16138171.2018.1559019>

3. Suggestion Information (Printing Materials/Website/CD/Others)

- <https://www.eslgaming.com/>
- <https://www.esportspedia.com/>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
Course Category: Business Major Course	● Major Responsibility									○ Minor Responsibility					
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: DEM2031 Course Title: Introduction to E-Sport	●	○	○	●	○	○	○	○	○	●	○	○	●	○	○