Esports Ecosystem in KOREA

Summer 2024

Class Time/Data : July 1st (Mon) to July 26th (Fri) 2024, Total 45 hours
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- SMILEGATE. Studio Head, Chief Producer
- DYNAMO INTERACTIVE. CEO
- NANYANG POLYTECHNIC. Senior Lecturer
- UBISOFT, REDLYNX. Online Tech Lead
- METACORE GAMES. Tech Lead, Service&Backend

Partner
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- JD PRODUCTION. Line Producer
- NCSOFT. Experience Analysis Team Lead
- RIOT GAMES. Esports Broadcast Producer
- ERNC22 SCIENCE COMMITTEE. Freelance
- UNIVERSITY of Jyväskylä. Postdoctoral Researcher

COURSE OBJECTIVES

It is a process of experiencing overall content, from the basics to expertise in esports, which emerged as the most influential new culture for young people around the world in the 21st century. The educational goal of this course is to build basic knowledge as an esports expert through learning and simple experiences of the definition, history, and various occupational groups that make up the industry. In particular, this curriculum includes a program to experience the field by actually visiting Korea's best esports clubs, esports broadcasting stations, and esports stadiums to introduce and understand Korea's esports industry, which is called the master country of esports.

DETAILS OF COURSE OBJECTIVES

This curriculum is largely composed of lectures, On-the-job training, and practical experiences. The detailed educational goals for each large category are as follows.
The lecture consists of 2 hours and 1 hour of discussion & presentation.

- *Lectures*
  Understand the definition of esports and esports culture clearly and understand the structural value chain of the esports industry. Understand the differences from existing traditional sports and develop a professional perspective on the history, present and future of esports.
  : *Understand the differences from existing traditional sports and develop a professional perspective on the history, present and future of esports.*
- *On-the-job training*
  For an effective understanding of esports in Korea, On-the-job training to famous esports clubs and esports broadcasting stations will be conducted. In particular, prepare to see the game in person at the LCK(League of Legends Champions Korea)-only esports arena, which operates the world's best e-sports league.
- *Practical Experiences(esports competition)*
  Students participating in the curriculum experience the process of planning and operating esports competitions themselves in order to understand the practices of the various professions that make up the e-sports ecosystem. Form a team and perform the roles of players, coaches, analysts, and public relations personnel.
  : *The platform is mobile, and the game is the game most familiar to students*

COURSE EVALUATIONS

- *Midterm and Final Exams (2×100 points = 200 points total)*
  The midterm and final exams will be held offline during the midterm and final exams (see)
  The written test consists of a short answer type and a descriptive type, and evaluates the overall understanding of the lecture content and the degree of acquisition of important matters for each lecture.
- *Activity and engagement during class (100 points)*
  The success of this course is largely based on active participation during class. Questions, comments, thoughts, and communication are considered as class participation, which will be graded by the instructor. There will be in-class activities that are designed to facilitate students learning about the course topics. Active engagement in the in-class activities.
- *Esports competition operation practice evaluation(2×100 points = 200 points total)*
  The evaluation is conducted in two areas and 100 points each are assigned.
  One scores based on the results of an internal esports competition. All winners will be given 100 points, the runner-up will be given 90 points, the third and fourth runners-up will be given 80 points, and the rest will be given 70 points.
  In addition, 100 points shall be awarded according to the results of the overall team operation and public relations.
- *Final Grades (500 points in total = 200 for exams + 100 for participation + 200 for Practice)*
  Your total percentage will be rounded to the nearest whole number and assigned a letter based on your performance.

COURSE MATERIALS

This is an **open access course**. There is no required text book for this course. Instead, we will make use of open access resources and academic journal articles that are available to you.
The list of readings and course calendar is available on the course website.

COURSE SCHEDULE

※ Please be informed in advance that the schedule of the curriculum can be changed according to the circumstances of the instructor, especially the schedule of the esports club, broadcasting station, or stadium you are visiting.

[Day 1]
- **Topics:**
  - Introduction to Course
  - Introduction to Self
  - Ice-Breaking
- **Preparing for esports competitions:**
  - Building esports teams
  - Sharing personal information for class and how to use cloud environment

[Day 2]
- **Topics:**
  - Definition of esports and esports culture
  - Esports is a sports or not?
  - History of esports: Korean & Global
- **Discussion & Presentation:**
  - Can esports be recognized as an area of traditional professional sports?
  - The relationship between violence and esports

[DAY 3]
- **Topics:**
  - Ecosystem of esports industry
  - Pro-gamer, Coach, Strategy analyst, Shoutcaster, Streamer, Marketer, Etc.
  - What is the value-chain of esports
- **Discussion & Presentation:**
  - What kind of job are you interested in?
  - Decide your role in your esports teams.

[DAY 4]
- **Topics:**
  - Trip to Korean top esports team
- **Feeling the practicalities:**
  - Looking at Korean esports team
  - Have an interesting conversation with esports experts in the real field.
  - DRX or KwangDong Freecs

[DAY 5]
- **Topics:**
  - Global esports industry status
  - Korea esports industry status
  - Big esports event and league in the world
- **Discussion & Presentation:**
  - What do you think about Mobile esports?
  - Find out about the recent increase in girl-gamers
  - Make your team title and logo

[Day 6]
- Topics:
  - Understanding and entering the game industry as a careers
  - Understanding and entering the sports industry as a careers
- **Planning esports job search:**
  - Explore the esports job you are interested in
  - Draws a specific roadmap for entering the esports industry.

[Day 7]
- **MIDTERM EXAM:**
  - Short-answer and descriptive written test

[DAY 8]
- Topics:
  - Watch the world's best esports league games in a dedicated arena
  - Experience esports stadium facilities and cheering culture
- **Preparation in advance:**
  - Preliminary survey of the two teams playing the game

[DAY 9]
- Topics:
  - How to coach esports team
  - Learn how to establish a strategy for the game
- **Establishing team strategy tactics:**
  - Check and analyze the skills of each team's players
  - Create competition strategy tactical document and plan training

[DAY 10]
- Topics:
  - Understanding Esports Marketing
  - Case study esports marketing
  - How to get the money in the esports business
- **Promoting & Marketing exercise:**
  - Producing video clips for team promotion
  - Promoting and marketing the team using SNS

[DAY 11]
- Topics:
  - Technology related with esports and games
  - Understanding the game is technology not a culture
  - Metaverse, VR/AR, AI next step of esports industry
- Discussing & Presentation
  - VR-esports is the future of esports?
  - Talking about Steven Spielberg's movie title, "Ready Player One"

[Day 12]
- Topics:
  - Visiting to esports broadcasting company
  - Visiting to esports data analysis company
- **Feeling the practicalities:**
  - Experience with Korean companies related to esports broadcasting and data analysis
  - Have an interesting conversation with an esports data analyst or experts in esports broadcast

[Day 13]
- Topics:
  - Understanding the planning and operation of esports competitions
  - Understanding what is essential for a successful esports competition
- **Conducting a preliminary round online**
  - Make a plan for how to do pre-round in class
  - After the Class: Do the online competition as scheduled
  - The main round will be held during the 14th day of class.

[DAY 14]
- Topics:
  - Joining and managing Esports competition
  - Experience esports stadium facilities and cheering culture
- **The act of doing everyone's best:**
  - To do one's best in each game to win the event
  - Applying strategic tactics to win the game
  - Hosting the awards ceremony

[DAY 15]
- FINAL EXAM:
  - Short-answer and descriptive written test