

Drexel University

Research University in Southeast PA

Location(s): Philadelphia, PA
Degrees: Certificate, Bachelor, Master
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Esport Business, BS

The business of esport, a comprehensive ecosystem of competitive gaming, is a multi-billion-dollar global industry. The esports field blends traditional sport management principles with unique, sophisticated concepts and demonstrates the evolving concept of sport as leisure and entertainment.

Esport business majors essentially have the same core business courses as all other majors at LeBow, combined with a comprehensive core curriculum in esports, including game design, law, facility planning and management, and event management.

Graduates with a degree in esport business will possess the knowledge and skills for a variety of opportunities in the esport ecosystem, including professional, competitive amateur and grassroots esport segments. They will be qualified for positions in areas such as management, production, operations, marketing, media, sales, broadcast and streaming, sponsorship, analytics, content creation, player relations, law and organizational governance.

The demands of the ever evolving and increasingly sophisticated multi-billion-dollar global sport industry call for professionals who have strong academic business credentials paired with strategic work experiences in sport organizations. The program teaches students the fundamentals of business – economics, marketing, media, management, ethics, finance, law and technology – through the lens of sport. Elective credits allow students to explore more specific areas of interest or pursue a minor in the areas that advance their goals.

With LeBow's optimal Philadelphia location near large sport franchises, our students have done their sport business co-ops locally and across the world in a variety of organizations.

Graduates with a degree in sport business will be ready for a wide range of sport-related professions. They are uniquely qualified for work in athletics administration, community relations, finance, fundraising, media relations, marketing, operations, player development and sales.

Sport Business, MS

An MS in Sport Business is designed to help you land your dream job in today's multi-billion-dollar sport industry. By seamlessly integrating the sports application of law, economics and finance, marketing, media, and promotions with a top-notch business curriculum, the Drexel LeBow program offers a practical foundation for careers in professional or college sports, or with sport marketing firms, sport agencies, and other sport organizations.

In this program, you'll have the opportunity to:

- Utilize economic analysis and the latest technology to study sports markets, league organization, the finance of sport, and more
- Develop the ability to plan, design, implement, and evaluate sport programs
- Explore human resources, policy development, and the management functions necessary for the effective management of sport organizations
- Develop an understanding of the legal standards, principles, and practices within the world of sports

Sport Coaching Leadership, MS

For most athletes, the joy and accomplishment of competition ends when the play clock is up, but it doesn't have to. Many athletes come to find that same sense of reward from becoming a sports leader and role model to a team through coaching. Drexel's online Master's (MS) in Sport Coaching Leadership degree allows you to continue with the sport you love, while working with fellow athletes as you develop your career and theirs. The program is offered through distance learning by Drexel's School of Education faculty and prepares coaches to become leaders both on and off the field.