SMU Continuing & Professional Education

Esports Business Management Certificate

March 15, 2022 –August 31, 2022

Tuesday	**Live Online 7:30pm-8:30pm & 3+ hours self-study weekly**	
March 15	Welcome, Orientation and Introduction	**Jimmy Baratta** Chief Gaming Officer, Holodeck Ventures
March 22 March 29 April 5 April 12	Esports Ecosystems and Business Model	**Jimmy Baratta** Chief Gaming Officer, Holodeck Ventures
Wednesday	**Live Online 7:30pm-8:30pm & 3+ hours self-study weekly**	
April 20 April 27 May 4 May 11	Business Development and Revenue Strategies	**David Chen** President, The North American Collegiate League and Partner, Faze Clan
May 18 May 25 June 1 June 8	Content and Community Engagement	**Jaden Shaw** League Director, College CoD
June 15 June 22 June 29 July 6	Fan Engagement and Sponsorship Activation	**Josh Gabay** Partnerships Associate, Pixly
July 13 July 20 July 27 August 3	Tournament Design and Management	**David Chen** President, The North American Collegiate League and Partner, Faze Clan

Updated 11/2/21 LS

August 10 August 17 August 24 August 31	Esports Team Organization, Management, and Recruitment	**Danny Martin** CEO/Founder, Geekletes