



University of New Haven

INTRODUCTION TO ESPORTS BIZ @ HYPERX

July 6 – August 12, 2020

Monday & Wednesday

2 – 4:40 p.m. via [Zoom](#)



**CLICK HERE TO
REGISTER NOW**

Questions?

Email Jason Chung at jchung@newhaven.edu.

Program Overview

Esports is a booming industry now exceeding revenues of \$1 billion USD worldwide. Amid such rapid growth, a dizzying array of new businesses and stakeholders are seeking to further monetize esports. However, established sponsors such as HyperX, a major gaming peripherals maker, remain at the core of esports from both gameplay and sponsorship perspectives.

Join the University of New Haven's Esports program and you'll have the opportunity to work on a real-life business case for our academic partner, HyperX, and learn to incorporate user feedback and research to improve key commercial products at the forefront of competitive and casual gaming such as mice, keyboards, and headsets.

Topics that will be covered include the history of esports, major stakeholders in esports, and how established and non-established sponsors drive esports business. Additionally, students will learn how to conduct product research, organize results, and present findings with recommendations to senior company leaders.

Participants who successfully complete Esports Biz @ HyperX will earn three college credits.

Eligibility & Fees

Rising High School Sophomores, Juniors, and Seniors

Tuition: \$975

Instructors

Jason Chung, LL.B., B.C.L.

Executive Director of Esports

Assistant Professor of Sport Management

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