

TIMELINE FOR

Introduction to Esports Industry and Ecosystem

Program	Esports
Code	bu-esports
College	Applied College — Al-Baha University
Number of weeks	15 weeks

Weekly Teaching Plan — Week 1: What Is Esports? Industry Origins and Global Reach

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 1: What Is Esports? Industry Origins and Global Reach	15	Knowledge	Async	Distinguish esports from adjacent gaming activities by the industry features that make it competitive, spec-tated, and commercial.
Guided reading: Raising the Stakes (T.L. Taylor, MIT Press, 2012)	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (taught): Competitive Gaming Industry	18	Knowledge	Sync	Explain why a given gaming activity does or does not sit inside the es-ports industry, naming the features that decide it.
Theory (learner work): Apply Competitive Gaming Industry to short examples	18	Analysis	Sync	Explain why a given gaming activity does or does not sit inside the es-ports industry, naming the features that decide it.
Break	18	Rest	Async	Rest and rejuvenation before practi-cal work.
Practical (taught): Esports Devel-opment Eras	18	Application	Sync	Place named milestones onto a chronological arc and describe what each one shifted in the industry.
Practical (learner work): Esports Development Eras workshop	18	Application	Sync	Place named milestones onto a chronological arc and describe what each one shifted in the industry.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on chal-lenges.
Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.

Weekly Teaching Plan — Week 2: The Esports Ecosystem - Stakeholders, Roles, and Structures

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 2: The Esports Ecosystem - Stakeholders, Roles, and Structures	15	Knowledge	Async	Identify the principal stakeholder categories that compose the esports ecosystem.
Guided reading: Esports Governance and Stakeholder Dynamics	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (taught): Stakeholder Ecology	18	Knowledge	Sync	Name the principal stakeholder categories and describe the function each one performs in the ecosystem.
Theory (learner work): Apply Stakeholder Ecology to short examples	18	Analysis	Sync	Name the principal stakeholder categories and describe the function each one performs in the ecosystem.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (taught): Organisational Roles	18	Application	Sync	Map at least six internal roles to the work each one carries out and the others it depends on.
Practical (learner work): Organisational Roles workshop	18	Application	Sync	Map at least six internal roles to the work each one carries out and the others it depends on.
Challenge activity: Organisation Mapping: Internal Roles and External Relationships	18	Application & Reflection	Async	Trace at least three external relationships an organisation depends on and describe what each relationship exchanges.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.

Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.
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Weekly Teaching Plan — Week 3: Competitive Gaming Formats - Leagues, Tournaments, and Titles

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 3: Competitive Gaming Formats - Leagues, Tournaments, and Titles	15	Knowledge	Async	Distinguish the major formats by which competitive gaming is organised.
Theory (taught): League and Tournament Structure	18	Knowledge	Sync	Compare league, tournament, and circuit formats by structure, calendar, and qualification logic.
Theory (learner work): Apply League and Tournament Structure to short examples	18	Analysis	Sync	Compare league, tournament, and circuit formats by structure, calendar, and qualification logic.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (taught): Franchised versus Open Circuit	18	Application	Sync	Describe the competitive formats and titles a chosen organisation operates inside and explain what each one demands of the organisation.
Practical (learner work): Franchised versus Open Circuit workshop	18	Application	Sync	Describe the competitive formats and titles a chosen organisation operates inside and explain what each one demands of the organisation.
Challenge activity: Competitive Formats Profile Section	18	Application & Reflection	Async	Explain how the ecosystem around a specific title shapes team strategy, roster composition, and revenue exposure.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.
Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.

Weekly Teaching Plan — Week 4: Esports in the MENA Region and Saudi Vision 2030

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 4: Esports in the MENA Region and Saudi Vision 2030	15	Knowledge	Async	Describe the trajectory of esports development across the MENA region.
Guided reading: Saudi Esports Federation Official Site	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (taught): Regional Adoption Asymmetry	18	Knowledge	Sync	Describe the trajectory of esports development across the MENA region with reference to specific events, organisations, and policy moments.
Theory (learner work): Apply Regional Adoption Asymmetry to short examples	18	Analysis	Sync	Describe the trajectory of esports development across the MENA region with reference to specific events, organisations, and policy moments.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (learner work): Vision 2030 Investment Logic workshop	18	Application	Sync	Explain how Vision 2030 commitments translate into investment, infrastructure, and event activity inside the esports industry.
Challenge activity: MENA Timeline Entries and Organisation Exposure Paragraph	18	Application & Reflection	Async	Compare the MENA region's position in the global ecosystem with at least one other region and identify what differentiates them.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.

Retrieval practice recall test

15

Assessment

Sync

Recall lesson content from memory.

Weekly Teaching Plan — Week 5: Industry Profile Project

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Assessment — Week 5: Industry Profile Project	18	Assessment	Sync	Demonstrate the module's learning outcomes.

Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.
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Weekly Teaching Plan — Week 6: Business Models - Sponsorship, Broadcasting, and Revenue Streams

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 6: Business Models - Sponsorship, Broadcasting, and Revenue Streams	15	Knowledge	Async	Identify the revenue streams that fund a competitive esports organisation.
Guided reading: Newzoo Global Esports and Live Streaming Market Report 2023 (Executive Summary)	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (taught): Revenue Stream Portfolio	18	Knowledge	Sync	Identify at least four revenue streams that fund a chosen organisation and describe how each one generates income.
Theory (learner work): Apply Revenue Stream Portfolio to short examples	18	Analysis	Sync	Identify at least four revenue streams that fund a chosen organisation and describe how each one generates income.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (taught): Sponsorship Economics	18	Application	Sync	Explain how sponsorship and broadcasting arrangements are structured and what each party gives and receives.
Challenge activity: Commercial Model Analysis: Revenue Streams and Risk	18	Application & Reflection	Async	Assess the relative importance and risk of each revenue stream to a chosen organisation's financial position.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.

Retrieval practice recall test

15

Assessment

Sync

Recall lesson content from memory.

Weekly Teaching Plan — Week 7: Organisations and Teams - Management, Ownership, and Operations

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 7: Organisations and Teams - Management, Ownership, and Operations	15	Knowledge	Async	Describe the ownership and capital structure of a competitive esports organisation.
Guided reading: Esports Team Ownership and Investment Structures	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (taught): Ownership and Capital Structure	18	Knowledge	Sync	Describe a chosen organisation's ownership and capital structure and explain what that structure enables or constrains.
Theory (learner work): Apply Ownership and Capital Structure to short examples	18	Analysis	Sync	Describe a chosen organisation's ownership and capital structure and explain what that structure enables or constrains.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (taught): Functional Departments	18	Application	Sync	Map the functional departments inside a chosen organisation and describe the work each department owns.
Practical (learner work): Functional Departments workshop	18	Application	Sync	Map the functional departments inside a chosen organisation and describe the work each department owns.
Challenge activity: Operational Structure Draft	18	Application & Reflection	Async	Explain how competitive and commercial functions coordinate across a season and identify at least one moment where they are most likely to collide.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.

Retrieval practice recall test

15

Assessment

Sync

Recall lesson content from memory.

Weekly Teaching Plan — Week 8: Esports Media - Content, Streaming, and Audience Engagement

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 8: Esports Media - Content, Streaming, and Audience Engagement	15	Knowledge	Async	Describe how a competitive esports organisation produces and distributes content across platforms.
Guided reading: The Business of Esports (Newzoo)	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (taught): Content Strategy Across Platforms	18	Knowledge	Sync	Describe a chosen organisation's content production and distribution across platforms and identify the audiences each platform reaches.
Theory (learner work): Apply Content Strategy Across Platforms to short examples	18	Analysis	Sync	Describe a chosen organisation's content production and distribution across platforms and identify the audiences each platform reaches.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (taught): Streaming Economics	18	Application	Sync	Explain how streaming and creator activity feed a chosen organisation's commercial position and identify which revenue streams they support.
Practical (learner work): Streaming Economics workshop	18	Application	Sync	Explain how streaming and creator activity feed a chosen organisation's commercial position and identify which revenue streams they support.
Challenge activity: Media and Content Activity Paragraph	18	Application & Reflection	Async	Characterise audience engagement as a commercial measure and describe how an organisation translates engagement into commercial value.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.
Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.

Weekly Teaching Plan — Week 9: Ethics, Governance, and Player Welfare

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 9: Ethics, Governance, and Player Welfare	15	Knowledge	Async	Identify the governance arrangements that operate over a competitive esports organisation.
Guided reading: Governing Esports (Hutchins and Carter, Communication, Culture and Critique, 2020)	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (learner work): Apply Governance Arrangements to short examples	18	Analysis	Sync	Identify the governance arrangements that apply to a chosen organisation and describe what each one constrains or requires.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (taught): Ethical Exposure in Operations	18	Application	Sync	Describe at least two ethical considerations that arise inside a chosen organisation's operations and explain how the organisation does or does not address them.
Practical (learner work): Ethical Exposure in Operations workshop	18	Application	Sync	Describe at least two ethical considerations that arise inside a chosen organisation's operations and explain how the organisation does or does not address them.
Challenge activity: Ethics and Governance Section Draft	18	Application & Reflection	Async	Explain how player welfare obligations shape contracts and management practice and identify one area where a chosen organisation could strengthen its practice.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.
Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.

Weekly Teaching Plan — Week 10: Organisational Analysis Project

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Assessment — Week 10: Organisational Analysis Project	18	Assessment	Sync	Demonstrate the module's learning outcomes.

Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.
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Weekly Teaching Plan — Week 11: Career Pathways Across the Esports Ecosystem

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 11: Career Pathways Across the Esports Ecosystem	15	Knowledge	Async	Characterise the career pathways available across the esports ecosystem.
Guided reading: The Business of Esports -- Career Opportunities Across the Industry	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (learner work): Apply Career Pathways by Function to short examples	18	Analysis	Sync	Characterise the career pathways available across at least three functional areas of the ecosystem and describe what the work looks like inside each one.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (taught): Transferable Skill Clusters	18	Application	Sync	Identify the skills and knowledge that underpin entry into at least three specific roles and explain how those skills are typically demonstrated.
Practical (learner work): Transferable Skill Clusters workshop	18	Application	Sync	Identify the skills and knowledge that underpin entry into at least three specific roles and explain how those skills are typically demonstrated.
Challenge activity: Career Pathway Map First Draft	18	Application & Reflection	Async	Relate personal interests and strengths to at least three candidate roles and explain what makes each role a credible direction.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.
Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.

Weekly Teaching Plan — Week 12: Research Methods for Industry Analysis

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 12: Research Methods for Industry Analysis	15	Knowledge	Async	Distinguish credible from weak sources for industry analysis.
Guided reading: Evaluating Internet Sources (University of Oxford Skills Portal)	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (taught): Source Credibility	18	Knowledge	Sync	Assess the credibility of given industry sources and explain the features that distinguish stronger from weaker ones.
Theory (learner work): Apply Source Credibility to short examples	18	Analysis	Sync	Assess the credibility of given industry sources and explain the features that distinguish stronger from weaker ones.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (taught): Inline Citation Practice	18	Application	Sync	Apply inline citation practice inside a draft document so each significant claim is traceable to a named source.
Challenge activity: Industry Source Inventory and Opening Synthesis Draft	18	Application & Reflection	Async	Synthesise across at least four sources into a coherent paragraph of industry analysis without drifting into list-of-quotes prose.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.
Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.

Weekly Teaching Plan — Week 13: Emerging Trends - Technology, Publishing, and the Future of Esports

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 13: Emerging Trends - Technology, Publishing, and the Future of Esports	15	Knowledge	Async	Identify the technological and publishing shifts that are currently re-shaping the esports industry.
Guided reading: The Esports Market Is Redefining Itself (Newzoo)	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (taught): Structural Shifts in Esports	18	Knowledge	Sync	Identify at least three current shifts and describe what each one is changing inside the industry.
Theory (learner work): Apply Structural Shifts in Esports to short examples	18	Analysis	Sync	Identify at least three current shifts and describe what each one is changing inside the industry.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (taught): Regional Market Positioning	18	Application	Sync	Project how the MENA region is positioned in the industry's near future and identify the commitments that support the projection.
Practical (learner work): Regional Market Positioning workshop	18	Application	Sync	Project how the MENA region is positioned in the industry's near future and identify the commitments that support the projection.
Challenge activity: Industry Knowledge Synthesis Extension: Trends and MENA Positioning	18	Application & Reflection	Async	Distinguish substantive trend signals from speculative or promotional claims and explain the features that separate them.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.
Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.

Weekly Teaching Plan — Week 14: Reflecting on Professional Identity and Industry Readiness

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Introduction to Week 14: Reflecting on Professional Identity and Industry Readiness	15	Knowledge	Async	Articulate a personal professional position inside the esports ecosystem.
Guided reading: How to Write a Meaningful Self-Evaluation (Harvard Business Review)	18	Reading / Discussion	Async	Introduce learners to the week's readings and the discipline language they establish.
Theory (taught): Professional Identity as Evidence	18	Knowledge	Sync	Articulate a personal professional position inside the esports ecosystem with reference to specific roles, evidence of preparation, and credible next steps.
Theory (learner work): Apply Professional Identity as Evidence to short examples	18	Analysis	Sync	Articulate a personal professional position inside the esports ecosystem with reference to specific roles, evidence of preparation, and credible next steps.
Break	18	Rest	Async	Rest and rejuvenation before practical work.
Practical (taught): Reflection as Changed Thinking	18	Application	Sync	Identify at least eight resources, organisations, or people that support continued learning and explain why each is relevant to the chosen direction.
Practical (learner work): Reflection as Changed Thinking workshop	18	Application	Sync	Identify at least eight resources, organisations, or people that support continued learning and explain why each is relevant to the chosen direction.
Challenge activity: Professional Portfolio Draft	18	Application & Reflection	Async	Trace personal development across the course with reference to at least one concrete moment of changed thinking.
Review & reflection journaling	10	Reflection	Async	Consolidate learning, highlight key takeaways, and reflect on challenges.
Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.

Weekly Teaching Plan — Week 15: Industry Readiness Portfolio

Subject / Topic	Time (min)	Tools & techniques	Methods	Learning objectives
Assessment — Week 15: Industry Readiness Portfolio	18	Assessment	Sync	Demonstrate the module's learning outcomes.

Retrieval practice recall test	15	Assessment	Sync	Recall lesson content from memory.
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