

理解商业原理及如何应用于电竞管理领域。

Understanding of business principles and how they work in the fields of esports management.



NEW ERA
INSTITUTE
OF VOCATIONAL & CONTINUING EDUCATION
新纪元技职与推广教育学院
LO2635
Owned by Dong Jiao Zong Higher Learning Centre Sdn Bhd (2525704)



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新媒体

电子竞技管理

暨商业管理技能

New Media

Esports Management (ESPORT-DB)

with Business Management Skills

- ▲ 80% 实践训练
80% Practical Skills
- ▲ 20% 理论
20% Theory
- ▲ 2年课程
2 Years Learning
- ▲ 16岁以上即可报读, 无需入学资格
Entry Requirement: 16 Years Old & Above
- ▲ 教学媒介语以中文为主, 英文为辅
Medium of Instruction: Chinese & Simple English

新媒体 电子竞技管理

Esports Management (ESPORT-DB)

2年课程 Years Course

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设：

This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want :

- 充实学生在电子竞技（简称“电竞”）与商业管理的技能与知识，以提高他们在相关行业的就业竞争力。
To improve the skills and knowledge of individuals to increase their chances of gaining employment within the esports management industry as well as business management.
- 为学生提供电子竞技与商业管理行业的就业机会。
To provide students for a career in the esports management industry as well as business management.
- 满足有意提高知识与技能的相关行业从业人员的需求。
To meet the needs and objectives of those employed in the industry wishing to broaden their knowledge and skills.

为期两年的电子竞技管理课程，学生将会掌握电子竞技和商业管理所需要具备的相关知识和实践技能。本课程涵盖电竞技巧、电竞活动管理、电竞运动员健康和心理管理、团队管理、市场营销和商务活动的知识和技能，为毕业生铺平在相关领域就业及谋求发展的道路。

This two years esports and business management skills course provides students with a comprehensive knowledge and practical skills required for esports and business management. This course covers the knowledge and skills of esports skills, esports event management, esports athlete health and mental management, team management, marketing and business activities, preparing graduates for employment and development in related fields.

学生将学习 / Students will learn and be able to:

- ▲ 定义电子竞技并了解其生态系统。
Define esports and understand its ecosystem.
- ▲ 展示对商业原则的透彻理解及其在电子竞技管理领域的运作方式的应用。
Demonstrate the application of a thorough understanding of business principles and how they work in the fields of esports management.
- ▲ 培养对团队动力、有效团队合作、体育精神和良好比赛道德的理解。
Develop understanding of team dynamics, effective teamwork, sportsmanship and good play ethics.
- ▲ 培养一系列软技能，例如纪律、领导力、毅力、批判性思维、决策制定、解决问题和沟通等。
Develop a range of soft skills such as discipline, leadership, perseverance, critical thinking, decision-making, problem-solving, communication and others.



课程内容 | COURSE OUTLINE

- | | | |
|---|---|--|
| <ul style="list-style-type: none">• 电子竞技基础
Esports Fundamentals• 电竞活动
Esports Events• 电竞技能、策略和分析
Esports Skills, Strategies and Analysis• 游戏设计
Games Design• 电竞现场直播
Live-streamed Broadcasting• 企业在体育方面的社会责任
Corporate Social Responsibility in Sports• 电竞运动员的健康
Health for Esports Players• 电竞表现心理学
Psychology for Esports Performance• 电竞教练
Esports Coaching• 微型电竞比赛 1
Mini Esports Tournament 1 | <ul style="list-style-type: none">• 微型电竞比赛 2
Mini Esports Tournament 2• 微型电竞比赛 3
Mini Esports Tournament 3• 个人专业发展
Professional Personality Development• 新媒体原理
Principles of New Media• 公关原理
Principles of Public Relations• 摄影技巧
Photography Techniques• 数字视觉制作和编辑
Digital Visual Production and Editing• 商务沟通
Business Communication• 财务与会计
Finance and Accounting• 团队建设巧技
Team Development Skills | <ul style="list-style-type: none">• 全球化运营
Operating in a Global Context• 创业技巧
Entrepreneurship Skills• 市场营销原理
Principles of Marketing• 人力资源管理
The Management of Human Resource• 商务法律
Business Law• 职场英语 (1)
Workplace English Communication (1)• 职场英语 (2)
Workplace English Communication (2)• 期末作业
Major Project |
|---|---|--|

* Please note that the modules listed are indicative and may be subject to change.



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评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供电子竞技管理暨商业管理技能的理论20%与实践80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of esports management with business management skills, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.



考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭
Diploma awarded by West College Scotland, UK

第五级专业文凭(资格获得OFQUAL英国政府学历及考试评审局承认)
Level 5 Extended Diploma (Regulated by OFQUAL - Office of Qualification & Examination Regulation)



就业前景 | CAREER PATHWAYS

电竞选手、电竞教练、内容创作者、管理员或裁判、社交媒体管理专员、制作专员、经纪人、活动经理、企业传播专员、市场营销专员、业务专员、客户关系专员和公共关系专员等等。

Esports Player, Esports Coach, Content Creator, Administrator or Referee, Social Media Management Executive, Production Crew, Agent, Event Manager, Corporate Communications Executive, Marketing Executive, Business Executive, Customer Relations Executive & Public Relations Executive, etc.