

E-SPORTS IN KOREA

COURSE TITLE	Esports in Korea	COURSE CODE-SECTION	IEE2110-01
CREDIT	3	CLASS PERIOD	2A(13:00-15:30)
OFFICE		OFFICE HOURS	By Appointment
INSTRUCTOR	Yaewon Jin	EMAIL	yaewon.jin@gmail.com

[COURSE INFORMATION]

COURSE DESCRIPTION & BRIEF INTRODUCTION OF THE COURSE	<p>This course provides an engaging introduction to Korean esports as a significant cultural phenomenon and a pioneer in the modern esports landscape. From its origins in PC bangs to its rise as a global phenomenon, the course examines the historical evolution, industry ecosystem, and sociocultural impact of esports in Korea. Students will explore topics such as esports media and broadcasting, professional players, fan culture, and its connection to the Korean Wave (Hallyu), alongside critical issues, ethical challenges, and emerging trends shaping the industry.</p> <p>Through a combination of lectures, in-class activities, and a group project, students will gain a deeper understanding of the cultural and social dimensions of Korean esports. The course also includes a field trip and a guest lecture by an industry professional or esports personality, providing valuable practical insights.</p>						
COURSE GOALS	<ol style="list-style-type: none"> 1. Examine the historical, cultural, and industrial development of Korean esports. 2. Understand the structure and ecosystem of the Korean esports industry 3. Explore the cultural and social significance of Korean esports, including its connection to broader trends like the Korean Wave (Hallyu). 4. Critically evaluate current challenges and future opportunities in esports from both Korean and global perspectives. 						
COURSE METHODS (100% TOTAL)	LECTURE	PRACTICE TRAINING	PRESENTATION	DEBATE	TEAM PROJECT		
	55%	10%	10%	15%	10%		
GRADING POLICY (100% TOTAL)	MIDTERM	FINAL EXAM	QUIZ	INDIVIDUAL ASSIGNMENT	TEAM ASSIGNMENT	ATTENDANCE	OTHERS
				40%	30%	10%	20%
PREREQUISITE	None						
COURSE REQUIREMENTS	<p><u>Attendance</u> Regular attendance is highly encouraged, as it ensures active engagement with the course materials and activities. Students are expected to be present and punctual for all classes.</p> <p><u>Class Participation</u> Active participation is highly encouraged. Students are expected to contribute thoughtfully to discussions and other in-class activities.</p> <p><u>Group Project</u></p>						

	<p>Students will work in groups to develop a project addressing a specific issue or case study related to Korean esports. Topics may cover cultural, economic, technological, ethical, or strategic aspects.</p> <ul style="list-style-type: none"> · A one-page project synopsis outlining the group’s focus must be submitted by the end of Week 2. · Presentation: Groups will deliver their findings in a final presentation during the last week of the course. · Evaluation Criteria: Depth of research, clarity of analysis, creativity in presentation, and teamwork. <p><u>Final Paper</u> Students will write an individual research paper on a topic related to the themes covered in class.</p> <ul style="list-style-type: none"> · Length: 6 double-spaced pages (excluding references). · References: Include a minimum of 10 academic sources. Any citation style (e.g., APA, Chicago, Harvard) is acceptable, provided it is used consistently. · Expectations: Papers should reflect critical thinking, demonstrate strong research skills, and provide clear and well-supported arguments about Korean esports. · Submission Deadline: Due during the final week of the course.
TEXTS & REFERENCES	<p>No textbook is needed. The instructor will provide handouts and access to lecture slides.</p>

[WEEKLY SCHEDULE]

WEEK	DAILY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	REFERENCE
WEEK1 (June 30 to July 3, 2025)	<p>History and Evolution of Korean Esports</p> <ul style="list-style-type: none"> - Course Introduction - The Early Days: Formation of Spectator Culture - From StarCraft to the Modern Landscape - Government and Corporate Support in Shaping Korean Esports 		
WEEK 2 (July 7 to July 10, 2025)	<p>Industry and Ecosystem of Esports</p> <ul style="list-style-type: none"> - Industry Structure - Professional Players and Life in the Competitive Scene - Esports Media, Communication, and Production - Content Creation in Esports 	One page synopsis of group project	



WEEK	DAILY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	REFERENCE
WEEK3 (July 14 to July 17, 2025)	Esports Culture in Korea - Celebrity Players: The Idols of Esports - Fan Culture - Esports and Korean Wave - Critical concerns in Esports		
WEEK4 (July 21 to July 23, 2025)	The Sociocultural Impact and Future of Esports - Sociocultural Significance of Esports in the Post-Digital Society - Future Trends (XR/AR, AI, new genres) in Esports - Group Project Presentations - Group Project Presentations and Course Wrap-Up	Group project presentation Final paper	