Unit 03 - Economic Environments

Content Area: **Computer Science**
Course(s):
Time Period: **Marking Period 1**
Length: **5-6 days**
Status: **Published**

Brief Summary of Unit

This unit introduces students to the economic principles that influence the esports industry. Students will examine how esports organizations generate revenue through sponsorships, media rights, advertising, ticket sales, merchandise, and tournament prizes. They will investigate how supply and demand, consumer behavior, technological innovation, and global markets contribute to the industry's growth. Students will also analyze the economic impact of esports events on businesses and communities and evaluate how organizations adapt to changes in the marketplace.

Revision Date: July 2026

Standards

Students will analyze the esports industry which connects to various cultures.

Information Literacy

This unit challenges students to locate, evaluate, and use information effectively. Information literacy includes, but is not limited to, digital, visual, media, textual, and technological literacy. Lessons may include the research process and how information is created and produced; critical thinking and using information resources; research methods, including the difference between primary and secondary sources; the difference between facts, points of view, and opinions, accessing peer-reviewed print and digital library resources; the economic, legal, social, and ethical issues surrounding the use of information.

New Jersey Diversity and Inclusion Law

In accordance with New Jersey’s Chapter 32 Diversity and Inclusion Law, this unit includes instructional materials that highlight and promote diversity, including:

economic diversity, equity, inclusion, tolerance, and belonging in connection with gender and sexual orientation, race and ethnicity, disabilities, and religious tolerance.

4	Building Knowledge: Building strong content knowledge and connecting ideas across disciplines using a variety of text resources and media.
5	Leveraging Technology: Employing technology and digital media thoughtfully, strategically and capably to enhance reading, writing, speaking, listening, and language use.
9.2.12.CAP.4	Evaluate different careers and develop various plans (e.g., costs of public, private, training schools) and timetables for achieving them, including educational/training requirements, costs, loans, and debt repayment.
9.2.12.CAP.5	Assess and modify a personal plan to support current interests and post-secondary plans.
9.2.12.CAP.6	Identify transferable skills in career choices and design alternative career plans based on those skills.
8.1.12.NI.3	Explain how the needs of users and the sensitivity of data determine the level of security implemented.
9.2.12.CAP.13	Analyze how the economic, social, and political conditions of a time period can affect the labor market.
9.4.12.DC.3	Evaluate the social and economic implications of privacy in the context of safety, law, or ethics (e.g., 6.3.12.HistoryCA.1).
8.1.12.DA.5	Create data visualizations from large data sets to summarize, communicate, and support different interpretations of real-world phenomena.
9.4.12.GCA.1	Collaborate with individuals to analyze a variety of potential solutions to climate change effects and determine why some solutions (e.g., political. economic, cultural) may work better than others (e.g., SL.11-12.1., HS-ETS1-1, HS-ETS1-2, HS-ETS1-4, 6.3.12.GeoGI.1, 7.1.IH.IPERS.6, 7.1.IL.IPERS.7, 8.2.12.ETW.3).
8.2.12.ITH.1	Analyze a product to determine the impact that economic, political, social, and/or cultural factors have had on its design, including its design constraints.
8.2.12.ITH.2	Propose an innovation to meet future demands supported by an analysis of the potential costs, benefits, trade-offs, and risks related to the use of the innovation.
8.2.12.ITH.3	Analyze the impact that globalization, social media, and access to open source technologies has had on innovation and on a society's economy, politics, and culture.
8.2.12.NT.1	Explain how different groups can contribute to the overall design of a product.
8.2.12.ETW.1	Evaluate ethical considerations regarding the sustainability of environmental resources that are used for the design, creation, and maintenance of a chosen product.
8.2.12.ETW.2	Synthesize and analyze data collected to monitor the effects of a technological product or system on the environment.
8.2.12.EC.1	Analyze controversial technological issues and determine the degree to which individuals, businesses, and governments have an ethical role in decisions that are made.
8.2.12.EC.2	Assess the positive and negative impacts of emerging technologies on developing countries and evaluate how individuals, non-profit organizations, and governments have responded.
6.2.12.EconGE.6.c	Relate the rise of the Internet and social media to global economy.

Essential Questions

- How do esports events impact local and global economies?
- How do supply and demand affect the esports marketplace?
- How does the esports industry generate revenue?
- What economic factors influence the success of esports organizations?
- What role do sponsors, advertisers, and consumers play in the industry's growth?

Enduring Understandings

- Consumer demand drives investments, sponsorships, and the popularity of esports titles.
- Economic decisions influence the success and sustainability of esports organizations.
- Esports operates as a global business that relies on multiple revenue streams.
- Major esports events generate economic activity for host cities through tourism, hospitality, and local businesses.
- Technology has expanded esports into international markets, creating new business opportunities.

Students Will Know

- Basic economic concepts including supply and demand, consumers, producers, markets, and competition.
- Factors that contribute to the growth or decline of esports titles.
- How global markets influence the esports industry.
- How sponsorships and advertising support esports organizations.
- The economic impact of esports tournaments on communities.
- The primary sources of revenue within the esports industry.

Students Will Be Skilled At

- Analyzing how economic factors influence organizational decisions.
- Evaluating the economic impact of esports events.
- Interpreting simple financial and market data related to esports.

Assessment

Assessments

- Formative: Daily assignments using examples from class notes
- Summative: Teacher-created assessments including but not limited to Revenue Stream Analysis, reviewing and analyzing a Sponsorship Proposal, Economic Impact Case Study, and developing and presenting a Market Analysis
- Benchmark: Check for understanding benchmark assessments

- Alternative Assessments: Student-centered activities such as budget challenges, various projects involving real world applications, and differentiated learning tasks

- Answer essential questions
- Class discussion of daily topic
- Classwork and homework that assess the essential questions
- Provide alternative means of assessments for certain students
- Teacher Observation
- Tests and quizzes that assess the essential questions
- Written assignments that assess the essential questions that involves providing explanations

Learning Plan

- How Does Esports Make Money? (1 day)
    - Sponsorships
    - Advertising
    - Media rights
    - Merchandise
    - Ticket sales
    - Tournament fees
    - Prize pools

- Supply, Demand, and Consumer Behavior (1 day)

    - Supply and demand
    - Consumer preferences
    - Game popularity
    - Market competition
    - Product life cycle

- Sponsorships, Advertising, and Marketing (1 day)

    - Sponsorships
    - Brand partnerships
    - Influencer marketing
    - Advertising
    - Audience demographics

- Economic Impact of Esports (1 day)

    - Tourism
    - Hospitality
    - Restaurants
    - Convention centers
    - Local employment
    - Economic multiplier effect

- Financial Decision Making (1 day)
    - Revenue
    - Expenses
    - Profit
    - Budgeting
    - Cost-benefit analysis
- Culminating Project (1 day)
    - Students Complete one performance task
        - Revenue Stream Analysis
        - Sponsorship Proposal
        - Economic Impact Case Study
        - Budget Challenge Presentation

Materials

Core instructional materials: Core Book List

Supplemental materials: Garden State Esports resources

- District approved textbook and ancillary materials
- Teacher created activiites
- Teacher created notes

Suggested Strategies for Modifications

Possible accommodations/modification for Intro to Esports