Unit 10 - Capstone Project

Content Area: **Computer Science**
Course(s):
Time Period: **Marking Period 2**
Length: **8-10 days**
Status: **Published**

Brief Summary of Unit

In this culminating unit, students apply their knowledge of the esports industry to develop a comprehensive business and operational plan for a fictional esports organization, team, league, or major esports event. Students will integrate concepts from the economic, legal, social, ethical, financial, organizational, hospitality, and tourism units. Working individually or in teams, students will research, plan, design, and present a realistic esports venture that demonstrates responsible business practices and effective management.

Students will make decisions about the organization's purpose, target audience, business model, revenue sources, financial plan, organizational structure, ethical responsibilities, event operations, hospitality services, and community impact. The completed project will demonstrate how the different areas of the esports industry are connected and how successful organizations balance competitive, financial, operational, and social goals.

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.

P.7	Plan education and career paths aligned to personal goals.
P.8	Use technology to enhance productivity increase collaboration and communicate effectively.
8.1.12.NI.3	Explain how the needs of users and the sensitivity of data determine the level of security implemented.
8.1.12.DA.5	Create data visualizations from large data sets to summarize, communicate, and support different interpretations of real-world phenomena.
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.

Essential Questions

- How can an esports organization balance profitability, ethical responsibility, and community impact?
- How can hospitality and tourism strategies improve an esports event and benefit its host community?
- How do organizational systems and financial decisions influence the success of an esports venture?
- How do the economic, legal, social, financial, and organizational components of esports work together?
- What factors contribute to the long-term success and sustainability of an esports organization or event?
- What is required to create a safe, inclusive, financially responsible, and engaging esports experience?

Enduring Understandings

- A sustainable esports organization must develop diverse revenue sources while managing expenses and financial risks.
- Data, research, collaboration, and evidence-based decision-making improve the quality of organizational planning.
- Economic conditions, financial decisions, organizational systems, and stakeholder needs are interconnected.
- Effective organizational structures establish clear roles, responsibilities, communication systems, and processes.
- Hospitality, tourism, and customer-service strategies influence the experience of players, spectators, sponsors, and visitors.
- Legal compliance, ethical leadership, digital citizenship, and social responsibility contribute to organizational trust and long-term success.
- Successful esports organizations require coordinated planning across multiple business and operational areas.
- Successful esports ventures balance competitive goals with financial sustainability, community impact, accessibility, safety, and responsible business practices.

Students Will Know

- Common esports business models and revenue streams.
- Common organizational structures, departments, roles, and operational processes.
- Legal and ethical responsibilities related to esports organizations and events.
- The financial concepts of revenue, expenses, profit, loss, budgeting, and financial risk.
- The hospitality and tourism services needed to support esports events.
- The importance of digital citizenship, sportsmanship, inclusion, accessibility, and player wellness.
- The major components of the esports industry and how they are connected.
- The purpose of corporate social responsibility and sustainable business practices.

Students Will Be Skilled At

- Addressing legal, ethical, social, accessibility, and sustainability considerations.
- Creating a revenue model and basic financial budget.
- Creating professional visual materials, financial documents, and presentation resources.
- Designing an organizational chart with clearly defined roles and responsibilities.
- Developing a realistic esports organization or event concept.
- Developing communication systems and operational procedures.
- Developing hospitality, tourism, transportation, lodging, and guest-experience strategies when appropriate.
- Integrating concepts from multiple esports business and management areas.

Assessment

Assessments

- Formative: Daily check ins using examples from class notes
- Summative: student-created capstone project based on the course's content
- Benchmark: Check for understanding benchmark assessments
- Alternative Assessments: Student-centered activities such as smaller assessments on the parts of the project, 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

- Capstone Launch and Course Connections
- Venture Design and Industry Analysis
- Economic and Financial Planning
- Legal, Ethical, and Social Responsibilities
- Corporate Social Responsibility and Sustainability
- Organizational Structure and Operations
- Hospitality, Tourism, and Guest Experience
- Project Overview & Peer Review

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