

Course Specification

| Course Summary Information | | |
|----------------------------|---|--------------------------------------|
| 1 | Course Title | BA (Hons) Esports Management |
| 2 | Course Code | US1246 |
| 3 | Awarding Institution | Birmingham City University |
| 4 | Teaching Institution(s) (if different from point 3) | |
| 5 | Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable) | Chartered Management Institute (CMI) |

| 6 | Course Description |
|---|--|
| | <p>Esports has become one of the world's most exciting entertainment trends with a recent industry report stating that the industry is expected to be worth \$1.7 billion by 2021, growing at a rate of 18.4% per year. With this growth there is an increasing number of job opportunities for graduates with the knowledge and expertise to excel in this environment.</p> <p>The BA (Hons) Esports Management course will provide you with the academic expertise and contacts to help you develop an exciting professional future in this growing industry. Combining theory and practical application this course draws heavily from practicing esports leaders to cover multiple aspects such as technology and digital innovation, marketing, events, operations and analytics. Internships, placements, project fieldwork and workshops will enable you to create a CV that will allow you to apply what you have learnt and make the contacts required to kick start a successful career. The opportunity to gain a CMI qualification is a valuable addition that this course provides.</p> <p>Underpinning the philosophy of the course are the following purpose and objectives:</p> <p>Purpose To inspire and equip you with the expertise to develop a high level of academic skills leading to graduate employment and career development within the fast growing 'esports industry domain'</p> <p>Objectives</p> <ul style="list-style-type: none"> - Technical: to furnish you with the practical skills and expertise to add high value within the esports industry - Behavioural: to nurture the appropriate levels of energy and internal/external 'customer-centric' behaviours to create innovative products and services - Cognitive: to provide you with high levels of critical reasoning and problem-solving capabilities that will ensure you stand out among your competitive set - Global context: to provide you with global experiences throughout all levels, making this course unique to the business and management of esports in a global context. <p>All modules balance a range of relevant theory and concepts with practical application and throughout the course you will reflect and apply this content into real life scenarios – enabling you to enhance and critique your learning. In short, this is a course designed to be the catalyst for you to forge a hugely successful career in the esports industry.</p> |

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| | Where appropriate to the individual topics covered during the course, implications for sustainability will be identified that relate to the UN Sustainable Development Goals. |
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| 7 | Course Awards | | |
| 7a | Name of Final Award | Level | Credits Awarded |
| | Bachelor of Arts with Honours Esports Management | Level 6 | 360 |
| | Bachelor of Arts with Honours Esports Management with Professional Placement Year | Level 6 | 480 |
| 7b | Exit Awards and Credits Awarded | | |
| | Certificate of Higher Education Esports Management | Level 4 | 120 |
| | Diploma of Higher Education Esports Management | Level 5 | 240 |
| | Bachelor of Arts Esports Management | Level 6 | 300 |
| | Bachelor of Arts Esports Management with a Professional Placement Year | Level 6 | 420 |

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| 8 | Derogation from the University Regulations | | |
| | None | | |

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|---|--|--------------------------------------|-------------------|---------|
| 9 | Delivery Patterns | | | |
| | Mode(s) of Study | Location(s) of Study | Duration of Study | Code(s) |
| | Full Time | City Centre | 3 years | US1246 |
| | Full Time with Professional Placement Year | City Centre (and placement provider) | 4 years | US1248 |
| | Part Time | City Centre | 5 years | US1247 |

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| 10 | Entry Requirements | | |
| | The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ , or may be found by searching for the course entry profile located on the UCAS website. | | |

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| 11a | Course Level Outcomes |
| | This degree course will progress you through level learning outcomes detailed below to ensure that you meet the benchmarks set out in the latest Quality Assurance Agency for Higher Education (QAA) subject benchmark for Sport standards as well as the overall course learning outcomes detailed. |
| | Level 4 - Theoretical Underpinning |
| 1 | Illustrate knowledge and understanding of the major theories, principles, concepts of business and management in the context of esports. |
| 2 | Acquire key transferable skills essential to a career in the esports industry. |
| 3 | Articulate productive use of acquired esports knowledge and transferable skills within a defined industry environment. |
| 4 | Articulate productive use of acquired esports knowledge and transferable skills within a defined industry environment. |
| | Level 5 – Professional Practice emphasis |
| 1 | Differentiate a range of contemporary management strategies. |
| 2 | Utilise principles of management practice in an operational esports context. |
| 3 | Execute a range of business techniques to initiate and undertake critical analysis of esports scenarios, applying findings to solve a set problems. |
| 4 | Effectively formulate and present information, arguments and analysis in a variety of forms. |
| | Level 6 – Strategic Focus |
| 1 | Utilise business and management knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain esports industry problems. |
| 2 | Compose and construct effective methods of communicating business concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices. |
| 3 | Articulate professional skills in contexts where the scope of the task and the criteria for decisions are generally well defined, but where some personal responsibility and initiative is required. |
| 4 | Illustrate and apply professional and academic skills to create and justify compelling esports solutions |

| 11b | Course Learning Outcomes |
|----------------------------|---|
| | <p>Knowledge and Understanding:</p> <p>On successful completion of the BA (Hons) Esports Management course you will be able to:</p> |
| K1 | Understand and apply the theories, concepts and principles of practice from the generic management areas of strategy, operations, leadership, finance, human resources, economics and marketing in the esports ecosystem. |
| T1 | Employ strategic planning and development planning skills in analysing, understanding and addressing the development needs and intentions of esports organisations and communities. |
| T2 | Demonstrate the application of the social and cultural meanings attached to esports and their impact on participation, consumer behaviours and regulation. |
| K2 | Demonstrate a critical insight into the organisations and structures responsible for esports, and the political ramifications arising from these. |
| T3 | Gain, and apply, transferable skills through voluntary and paid experience and, thereby, progress in your chosen career. |
| K3 & T4 | Exhibit the development and achievement of knowledge, skills, behaviours, attitudes and attributes for successful working in the industry and working with others in a professional manner. |
| T5 | Exhibit strategic view of esports management emphasising the complexity and dynamics of the global/international contexts. |

| 12 | Course Requirements | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|--|--------------|-------------|--------------|---------|---------------------------------------|----|---------|----------------|----|---------|-------------------------|----|---------|-----------------|----|---------|---------------------|----|---------|----------------------|----|-------------|-------------|--------------|---------|------------------------------------|----|---------|------------------------|----|---------|-----------------|----|---------|---------------------------------------|----|---------|---------------------------------|----|---------|--|----|-----------------|--|--|---------|----------------------|----|-------------|-------------|--------------|---------|-----------------------------|-----|-------------|-------------|--------------|---------|-----------------------------------|----|---------|------------------------|----|---------|--------------------|----|
| 12a | <p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MAN4024</td><td>Introduction to the Esports Ecosystem</td><td>20</td></tr><tr><td>MAN4XXX</td><td>Managing Teams</td><td>20</td></tr><tr><td>MKT4022</td><td>Principles of Marketing</td><td>20</td></tr><tr><td>MAN4039</td><td>Managing Events</td><td>20</td></tr><tr><td>MAN4019</td><td>Building Your Brand</td><td>20</td></tr><tr><td>ACC4034</td><td>Finance for Managers</td><td>20</td></tr></table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MAN5094</td><td>Big Data, Analytics and Innovation</td><td>20</td></tr><tr><td>MAN5062</td><td>Live Event Experiences</td><td>20</td></tr><tr><td>MAN5XXX</td><td>Managing Venues</td><td>20</td></tr><tr><td>MKT5022</td><td>Marketing Communications and Planning</td><td>20</td></tr><tr><td>MAN5093</td><td>Methods in Research and Project</td><td>20</td></tr><tr><td>MAN5073</td><td>Contemporary Esports Management Issues</td><td>20</td></tr><tr><td colspan="3">Optional Module</td></tr><tr><td>ACC5XXX</td><td>ACC5XXX Study Abroad</td><td>20</td></tr></table> <p><i>In order to qualify for the award of BA (Hons) Esports Management with Professional Placement Year a student must successfully complete the following module:</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>PLP5XXX</td><td>Professional Placement Year</td><td>120</td></tr></table> <p>Level 6:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 60 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MKT6XXX</td><td>Marketing Strategy and Leadership</td><td>20</td></tr><tr><td>MAN6XXX</td><td>Law and CSR in Esports</td><td>20</td></tr><tr><td>MAN6XXX</td><td>Esports Leadership</td><td>20</td></tr></table> | Module Code | Module Name | Credit Value | MAN4024 | Introduction to the Esports Ecosystem | 20 | MAN4XXX | Managing Teams | 20 | MKT4022 | Principles of Marketing | 20 | MAN4039 | Managing Events | 20 | MAN4019 | Building Your Brand | 20 | ACC4034 | Finance for Managers | 20 | Module Code | Module Name | Credit Value | MAN5094 | Big Data, Analytics and Innovation | 20 | MAN5062 | Live Event Experiences | 20 | MAN5XXX | Managing Venues | 20 | MKT5022 | Marketing Communications and Planning | 20 | MAN5093 | Methods in Research and Project | 20 | MAN5073 | Contemporary Esports Management Issues | 20 | Optional Module | | | ACC5XXX | ACC5XXX Study Abroad | 20 | Module Code | Module Name | Credit Value | PLP5XXX | Professional Placement Year | 120 | Module Code | Module Name | Credit Value | MKT6XXX | Marketing Strategy and Leadership | 20 | MAN6XXX | Law and CSR in Esports | 20 | MAN6XXX | Esports Leadership | 20 |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN4024 | Introduction to the Esports Ecosystem | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN4XXX | Managing Teams | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKT4022 | Principles of Marketing | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN4039 | Managing Events | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN4019 | Building Your Brand | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACC4034 | Finance for Managers | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5094 | Big Data, Analytics and Innovation | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5062 | Live Event Experiences | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5XXX | Managing Venues | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKT5022 | Marketing Communications and Planning | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5093 | Methods in Research and Project | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5073 | Contemporary Esports Management Issues | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Optional Module | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACC5XXX | ACC5XXX Study Abroad | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PLP5XXX | Professional Placement Year | 120 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKT6XXX | Marketing Strategy and Leadership | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN6XXX | Law and CSR in Esports | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN6XXX | Esports Leadership | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

In order to complete this course a student must choose ONE of the following optional project routes (totalling 40 credits):

| Module Code | Project Routes | Credit Value |
|----------------------|---|--------------|
| BUS6XXX | Business Advice Project (Major) | 40 |
| BUS6XXX | Business Research Project (Major) | 40 |
| BUS6XXX | Business Start-Up Project (Major) | 40 |
| BUS6XXX | Community Advice Project (Major) | 40 |
| BUS6XXX | Employability Project (Major) | 40 |
| QME6XXX | Economics Research Project (Major) | 40 |
| BUS6XXX + BUS6XXX | Business Research Methodology and Practice + Business Research Project | 20 20 |
| BUS6XXX + BUS6XXX | Business Research Methodology and Practice + Business Start-Up Project | 20 20 |
| BUS6XXX + BUS6XXX | Business Research Methodology and Practice + Community Advice Project | 20 20 |

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

| Module Code | Module Name | Credit Value |
|-------------|--|--------------|
| MAN6XXX | Governance and Policy Issues in the Esports Ecosystem | 20 |
| MAN6XXX | Operational and Process Improvements in Esports Venues | 20 |
| MAN6XXX | Media and Broadcasting in Esports | 20 |

12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Full Time Course Structure

| | | | | |
|---------|---------------------------------|---|---|--|
| Level 4 | Level 4 Induction – 2 weeks | | | |
| | S1 | Introduction to the Esports Ecosystem (20 credits) | Managing Teams (20 credits) | Principles of Marketing (20 credits) |
| | S2 | Managing Events (20 credits) | Building your Brand (20 credits) | Finance for Managers (20 credits) |
| Level 5 | | | | |
| | S1 | Big Data, Analytics and Innovation (20 credits) | Contemporary Esports Management Issues (20 credits) | Managing Esports Venues (20 credits) |
| | Optional International Exchange | | | |
| | S2 | Live Event Experiences (20 credits) | Methods in Research and Project (20 credits) | Marketing Communications Planning (20 credits) |
| Level 6 | Optional International Exchange | | | |
| | S1 | Business Project Route (40 credits / 20/20 credits) (choose one of the routes below) | Marketing Strategy and Leadership (20 credits) | OPTION |
| | S2 | | Esports Leadership (20 credits) | Law & CSR in Esports (20 credits) |

Level 5 Option

- Study Abroad

Level 6 Options

- Governance & Policy Issues in the Esports Ecosystem
- Operational & Process Improvements in Esports Venues
- Media & Broadcasting in Esports

Full Time with Professional Placement Course Structure

| | | | | |
|---------|---|---|---|--|
| Level 4 | Level 4 Induction – 2 weeks | | | |
| | S1 | Introduction to the Esports Ecosystem (20 credits) | Managing Teams (20 credits) | Principles of Marketing (20 credits) |
| | S2 | Managing Events (20 credits) | Building your Brand (20 credits) | Finance for Managers (20 credits) |
| Level 5 | | | | |
| | S1 | Big Data, Analytics and Innovation (20 credits) | Contemporary Esports Management Issues (20 credits) | Managing Venues (20 credits) |
| | | Optional International Exchange | | |
| | S2 | Live Event Experiences (20 credits) | Methods in Research and Project (20 credits) | Marketing Communications Planning (20 credits) |
| | | Optional International Exchange | | |
| | Professional Placement Year (120 credits) | | | |
| Level 6 | | | | |
| | S1 | Business Project Route (40 credits / 20/20 credits) (choose one of the routes below) | Marketing Strategy and Leadership (20 credits) | OPTION |
| | S2 | | Esports Leadership (20 credits) | Law & CSR in Esports (20 credits) |

Level 5 Option

- Study Abroad

Level 6 Options

- Governance & Policy Issues in the Esports Ecosystem
- Operational & Process Improvements in Esports Venues
- Media & Broadcasting in Esports

Part Time Course Structure

| | | | |
|--------|------------|---|---|
| Year 1 | Semester 1 | L4 Introduction to Esports Ecosystem (20 credits) | |
| | Semester 2 | L4 Managing Events (20 credits) | L4 Finance for Managers (20 credits) |
| Year 2 | Semester 1 | L4 Managing Teams in the Esports Industry (20 credits) | L4 Principles of Marketing (20 credits) |
| | Semester 2 | L4 Building your Brand (20 Credits) | L5 Live Event Experiences (20 credits) |
| Year 3 | Semester 1 | L5 Big Data, Analytics and Innovation (20 credits) | L5 Managing Esports Venues (20 credits) |
| | Semester 2 | L5 Methods in Research and Project (20 credits) | L5 Marketing Communications Planning (20 credits) |
| Year 4 | Semester 1 | L5 Contemporary Esports Management Issues (20 credits) | L6 Marketing Strategy and Leadership (20 credits) |
| | Semester 2 | L6 Esports Leadership (20 credits) | Law & CSR in Esports (20 credits) |
| Year 5 | Semester 1 | Business Project Route (40 credits / 20/20 credits) (<i>choose one of the routes below</i>) | L6 Option (20 credits) |
| | Semester 2 | | |

Project Routes

| | Route 1 | Route 2 | Route 3 | Route 4 | Route 5 | Route 6 | Route 7 |
|----|--|--|--|---|--|---|---|
| S1 | Business Advice Project (Major) (40 credits) | Business Research Project (Major) (40 credits) | Business Start-Up Project (Major) (40 credits) | Community Advice Project (Major) (40 credits) | Employability Project (Major) (40 credits) | Economics Research Project (Major) (40 credits) | Business Research Methodology and Practice (20 credits) |
| S2 | | | | | | | Business Research Project (20 credits) or Business Start-up Project (20 credits) or Community Advice Project (20 credits) |

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

26% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|--|
| Scheduled Learning | 216 hours (24 week x 9 hours per week) |
| Directed Learning | 216 hours |
| Private Study | 768 hours |
| Total Hours | 1,200 hours |

Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework | 39% |
| Exam | 28% |
| In-Person | 33% |

Level 5

Workload

26% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|--|
| Scheduled Learning | 216 hours (24 week x 9 hours per week) |
| Directed Learning | 216 hours |
| Private Study | 768 hours |
| Total Hours | 1,200 hours |

Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework | 50% |
| Exam | 17% |
| In-Person | 33% |

Level 6

Workload

26% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|--|
| Scheduled Learning | 216 hours (24 week x 9 hours per week) |
| Directed Learning | 264 hours |
| Private Study | 720 hours |
| Total Hours | 1,200 hours |

Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework | 50% |
| Exam | 17% |
| In-Person | 33% |