

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Esports Management
2	Course Code	US0964
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	N/A
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

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 the 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 will draw 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.</p> <p>Underpinning the philosophy of the course are the following purpose and objectives:</p> <p><i>Purpose</i> To inspire and equip students 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><i>Objectives</i></p> <ul style="list-style-type: none"> - Technical: to furnish students 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 students with high levels of critical reasoning and problem-solving capabilities that will ensure they stand out among their competitive set - Global context: to provide students 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 students reflect and apply this content into real life scenarios – enabling students to enhance and critique their learning. In short, this is a course designed to be the catalyst for students to forge a hugely successful career in the esports industry.</p>

	<p>Why Choose Us?</p> <ul style="list-style-type: none"> - The course provides full exposure to the esports ecosystem at each level of study giving you a true focus on the business and management of the industry - You will gain a professional outlook and real-world experience by interacting with a multitude of esports professionals and global esports organisations - The course is aligned to the Chartered Management Institute (CMI) - Birmingham is host to ESL One, which is global event for the Dota2 game hosted by ESL – an organisation that we have built a good relationship with. - You will study in our state-of-the-art City Centre Campus in the UK's second city - Birmingham City University has launched the UK's first Centre for Brexit Studies, researching all aspects of the UK's vote to leave the EU, including the impact it has on multiple industries – and of course esports - You will be able to benefit from our Graduate+ initiative. This three-year award course enables you to gain award levels for all the extra-curricular activities students undertake so that you can stand out from the crowd on graduation
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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
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

8	Derogation from the University Regulations
	N/A

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	3 years
	Sandwich	City Centre	4 years
			Code(s)
			US0964
			US0964S

10	Entry Requirements
	<p>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.</p>

11	Course Learning Outcomes
1	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.
2	Employ strategic planning and development planning skills in analysing, understanding and addressing the development needs and intentions of esports organisations and communities.
3	Demonstrate the application of the social and cultural meanings attached to esports and their impact on participation, consumer behaviours and regulation.
4	Demonstrate a critical insight into the organisations and structures responsible for esports, and the political ramifications arising from these.
5	Gain, and apply, transferable skills through voluntary and paid experience and, thereby, progress in your chosen career.
6	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.
7	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>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</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>MAN4025</td><td>Managing Teams in the Esports Industry</td><td>20</td></tr><tr><td>MKT4015</td><td>Marketing Foundations</td><td>20</td></tr><tr><td>MAN4023</td><td>Esports Events Management</td><td>20</td></tr><tr><td>MAN4019</td><td>Building Your Brand</td><td>20</td></tr><tr><td>FIN4007</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>MAN5072</td><td>Big Data, Analytics and Innovation in Esports</td><td>20</td></tr><tr><td>MAN5074</td><td>Culture and Consumer Behaviour in Esports</td><td>20</td></tr><tr><td>MAN5075</td><td>Managing Esports Venues</td><td>20</td></tr><tr><td>MKT5022</td><td>Marketing Communications & Planning</td><td>20</td></tr><tr><td>MAN5076</td><td>Methods in Esports Research & Project Management</td><td>20</td></tr><tr><td>MAN5073</td><td>Contemporary Esports Management Issues</td><td>20</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 100 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>BUS6059</td><td>Integrated Business Research Project</td><td>40</td></tr><tr><td>MKT6041</td><td>Strategic Marketing Management & Planning</td><td>20</td></tr><tr><td>MAN6062</td><td>Law & CSR in Esports</td><td>20</td></tr><tr><td>MAN6060</td><td>Esports Leadership</td><td>20</td></tr></table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MAN6061</td><td>Governance & Policy Issues in the Esports Ecosystem</td><td>20</td></tr></table>	Module Code	Module Name	Credit Value	MAN4024	Introduction to the Esports Ecosystem	20	MAN4025	Managing Teams in the Esports Industry	20	MKT4015	Marketing Foundations	20	MAN4023	Esports Events Management	20	MAN4019	Building Your Brand	20	FIN4007	Finance for Managers	20	Module Code	Module Name	Credit Value	MAN5072	Big Data, Analytics and Innovation in Esports	20	MAN5074	Culture and Consumer Behaviour in Esports	20	MAN5075	Managing Esports Venues	20	MKT5022	Marketing Communications & Planning	20	MAN5076	Methods in Esports Research & Project Management	20	MAN5073	Contemporary Esports Management Issues	20	Module Code	Module Name	Credit Value	BUS6059	Integrated Business Research Project	40	MKT6041	Strategic Marketing Management & Planning	20	MAN6062	Law & CSR in Esports	20	MAN6060	Esports Leadership	20	Module Code	Module Name	Credit Value	MAN6061	Governance & Policy Issues in the Esports Ecosystem	20
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	MAN6064	Operational & Process Improvements in Esports Venues	20	
	MAN6063	Media & 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.

Level 4	Level 4 Induction – 2 weeks			
	S1	Introduction to the Esports Ecosystem	Managing Teams in the Esports Industry	Marketing Foundations
	S2	Esports Events Management	Building your Brand	Finance for Managers
Level 5	Level 5 Transition Programme – 2 weeks			
	S1	Big Data, Analytics and Innovation in Esports	Contemporary Esports Management Issues	Managing Esports Venues
		Optional International Exchange		
	S2	Culture and Consumer Behaviour in Esports	Methods in Esports Research & Project Management	Marketing Communications Planning
		Optional International Exchange		
Optional Work Placement				
Level 6	Level 6 Transition Programme - 2 weeks			
	S1	Integrative Business Research Project (40 credits)	Strategic Marketing Management and Planning	OPTION
	S2		Esports Leadership	Law & CSR in Esports

Level 6 Options

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

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	312 hours (26 week x12 hours per week)
Directed Learning	468 hours
Private Study	420 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	312 hours (26 week x12 hours per week)
Directed Learning	468 hours
Private Study	420 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	312 hours (26 week x12 hours per week)
Directed Learning	468 hours
Private Study	420 hours
Total Hours	1,200 hours

Balance of Assessment

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