

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)	
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> <p>Where appropriate to the individual topics covered during the course, implications for sustainability will be identified that relate to the UN Sustainable Development Goals.</p>

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

8	Derogation from the University Regulations		
	None		

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	3 years
	Full Time with Professional Placement Year	City Centre (and placement provider)	4 years
	Part-time	City Centre	5 years
			Code(s)
			US0964
			US0964S
			US0964

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>		

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
	Knowledge and Understanding: On successful completion of the BA (Hons) Esports Management course you will be able to:
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>MAN4XXX</td><td>Introduction to the Esports Ecosystem</td><td>20</td></tr><tr><td>MAN4XXX</td><td>Managing Teams in the Esports Industry</td><td>20</td></tr><tr><td>MKT4XXX</td><td>Principles of Marketing</td><td>20</td></tr><tr><td>MAN4XXX</td><td>Esports Events Management</td><td>20</td></tr><tr><td>MAN4XXX</td><td>Building Your Brand</td><td>20</td></tr><tr><td>FIN4XXX</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>MAN5XXX</td><td>Big Data, Analytics and Innovation in Esports</td><td>20</td></tr><tr><td>MAN5XXX</td><td>Live Event Experiences</td><td>20</td></tr><tr><td>MAN5XXX</td><td>Managing Esports Venues</td><td>20</td></tr><tr><td>MKT5XXX</td><td>Marketing Communications & Planning</td><td>20</td></tr><tr><td>MAN5XXX</td><td>Methods in Research and Project</td><td>20</td></tr><tr><td>MAN5XXX</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>PLA5XXX</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	MAN4XXX	Introduction to the Esports Ecosystem	20	MAN4XXX	Managing Teams in the Esports Industry	20	MKT4XXX	Principles of Marketing	20	MAN4XXX	Esports Events Management	20	MAN4XXX	Building Your Brand	20	FIN4XXX	Finance for Managers	20	Module Code	Module Name	Credit Value	MAN5XXX	Big Data, Analytics and Innovation in Esports	20	MAN5XXX	Live Event Experiences	20	MAN5XXX	Managing Esports Venues	20	MKT5XXX	Marketing Communications & Planning	20	MAN5XXX	Methods in Research and Project	20	MAN5XXX	Contemporary Esports Management Issues	20	Optional Module			ACC5XXX	ACC5XXX Study Abroad	20	Module Code	Module Name	Credit Value	PLA5XXX	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
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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 in the Esports Industry (20 credits)	Principles of Marketing (20 credits)
	S2	Esports Events Management (20 credits)	Building your Brand (20 credits)	Finance for Managers (20 credits)
Level 5				
	S1	Big Data, Analytics and Innovation in Esports (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 in the Esports Industry (20 credits)	Principles of Marketing (20 credits)
	S2	Esports Events Management (20 credits)	Building your Brand (20 credits)	Finance for Managers (20 credits)
Level 5				
	S1	Big Data, Analytics and Innovation in Esports (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)
		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 Esports Events Management (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 in Esports (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%