

## COURSE SPECIFICATION

Each course requires an individual and tailored Course Specification document, irrespective of the Course Cluster in which it sits or of other courses with which it may share common modules.

Course Aim and Title	BA (Hons) Esports  BA (Hons) Esports with Foundation Year
Intermediate Awards Available	Certificate of Higher Education Diploma of Higher Education Ordinary Degree
Teaching Institution(s)	UCFB Etihad Campus (Face to face) UCFB Wembley (Face to face)
Alternative Teaching Institutions (for local arrangements see final section of this specification)	n/a
UEL Academic School	School of Arts and Creative Industries
UCAS Code	tbc
Professional Body Accreditation	n/a
Relevant QAA Benchmark Statements	QAA Subject Benchmark Statement Communication, Media, Film and Cultural Studies (2019)  QAA Subject Benchmark Statement Events, Hospitality, Leisure, Sport and Tourism (2019)  QAA Subject Benchmark Statement Business and Management (2019)
Additional Versions of this Course	n/a
Date Specification Last Updated	October 2021



## Course Aims and Learning Outcomes

This course is designed to give students the opportunity to:

- Prepare for careers working within Esports and related industries, including media, marketing and events.
- Gain a detailed knowledge of the external contexts and business environments in which Esports takes place.
- Develop the communication, analytical, technical, and problem-solving skills demanded for career advancement in Esports.
- Engage with the sports industry throughout the course, utilising professional partnerships and distinctive, course-tailored delivery locations.

What students will learn:

### Knowledge

- Analyse the external and business environments in which Esports takes place
- Evaluate core marketing concepts and their application to the wider sports industry
- Explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and development of events from a range of critical perspectives
- Evaluate technical broadcasting skillsets and strategies.

### Thinking skills

- Engage in critical thinking, analysis, and decision making to solve problems.
- Apply existing frameworks to new contexts and situations
- Explore professional knowledge in various new environments

### Subject-Based Practical skills

- Apply relevant legal, professional, and ethical frameworks to the devising and creation of Esports content.
- Critically analyse the role and responsibilities of those in the Esports industry.
- Demonstrate the development of sports business and marketing techniques
- Plan, project manage, produce, stage, analyse and evaluate events
- Critically analyse the role and responsibilities of sports broadcasters

### Skills for life and work (general skills)

- Demonstrate effective leadership skills in an Esports context.
- Communicate information clearly and coherently in a range of forms relevant to different intended audiences.
- Work harmoniously and productively with others to achieve shared outcomes
- Manage time effectively to meet deadlines and achieve performance targets.



## Learning and Teaching

This course will be delivered in two ways. Firstly, face-to-face classroom content will allow students not just the traditional formats of lectures and seminars. It will also include physical sessions such as live projects, television studio scenarios, practical workshops, and small-group tutorials. Through classroom interactions such as lectures, students will be provided with structured classroom content based on core module objectives and key industry information and concepts. In seminars and workshops, clear links will be made between digitally-delivered learning activities, formative assessment and support for students' assessed and classroom work will be provided, and opportunities to apply lecture-delivered concepts in practical and discursive scenarios will be facilitated. Formative assessment and feedback provided within said practical and discursive scenarios, regarding ongoing student development of broadcast skills replicates best industry practice. In live projects, students will have the opportunity to develop and receive formative feedback on professional and employable skills that build from the classroom key concepts, whilst working with academics and practitioners immersed in the sports industry. Throughout all teaching activities, further formative assessment opportunities will be provided, in which students will be encouraged to share thoughts both with peers and with their tutors.

Secondly, the UCFB online learning portal will serve both as a student resource and as a teaching platform. With regards to the former, the portal will host key information delivery, including directed reading activities, resource lists, and structured online learning activities, that students can engage with independently and at their leisure. Supporting this independent learning framework will be digital-specific teaching sessions, including online tutorials and small-group activities based around core module content, which will test key concepts and ideas through case studies, reflective practice, and forums.

## Assessment

A range of assessment types are used across this course, as appropriate to each module. Assessment is predominantly continuous, employing items that will include academic essays, reports, presentations, portfolios, reflective writing, as well as practical broadcast outputs.

Applied assessment tasks are used as far as possible to enable students to link theory with practice, thereby assessing knowledge and understanding alongside practical study-specific skills and key industry skills.



Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader, Module Leader and Seminar Leaders to ensure they are able to fully engage with all assessment within the course.

### Work or Study Placements

n/a

### Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credit Weighting</b>	<b>Core/Option</b>	<b>Available by Distance Learning? Y/N</b>



4	UN4009	Introduction to Esports	20	Core	N
4	UD4000	Industry Competencies (Mental Wealth)	20	Core	N
4	UD4013	Understanding Sports Business	20	Core	N
4	UD4003	Principles of Marketing	20	Core	N
4	UN4004	The Business of Digital Media	20	Core	N
4	UN4000	Introduction to Broadcasting	20	Core	N
5	UN5008	Organising an Esports Event	20	Core	N
5	UD5017	Theory of Digital Marketing	20	Core	N
5	UD5010	Industry Readiness (Mental Wealth)	20	Core	N
5	UD5013	Research Methods	20	Core	N
5	UN5004	TV Studio Production	20	Core	N
5	UD5012	Practice of Digital Marketing	20	Core	N



6	UD6014	Professional Project	40	Core	N
6	UN6006	Esports LIVE!	20	Core	N
6	UN6004	Sports Commentary	20	Core	N
6	UD6012	Industry Engagement (Mental Wealth)	20	Core	N
6	UN6005	Digital Futures	20	Core	N

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

#### Course Specific Regulations

n/a

#### Typical Duration

The expected duration of this course is 3 years full-time

A student cannot normally continue study on a course after 4 years of study in full-time mode unless exceptional circumstances apply and extenuation has been granted.

#### Further Information

More information about this course is available from:

- The UCFB website ([www.ucfb.ac.uk](http://www.ucfb.ac.uk))
- The course handbook
- Course Leader (London or Manchester)



All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

**Additional costs:**

- Accommodation - Students are required to attend face to face classes as part of the course. Students are responsible for arranging their own accommodation if it is required to support timely access to course dates. Costs will be dependent on the students' choice of accommodation. If assistance is required to identify suitable accommodation this can usually be provided. Costs for city centre accommodation vary dependent on times, these are likely to be between £50-£150 per night.
- Stationery equipment – paper and pens are required. Costs will vary dependent of student choice.
- Books, journals and periodicals – books will be available to access in the UCFB and UEL library. If students wish to purchase books they can do so, however this is not a requirement.
- Printing – printing credits are required to print documents on UCFB sites. Copies are 5p for black and white and 15p for colour
- Additional costs will vary depending on individual needs.

**Alternative Locations of Delivery**

This course is taught by UCFB in Manchester (Etihad Campus) and London (Wembley) and is awarded by the University of East London.