

Access to H.E. National Programme Unit



Unit Title	Esports Events		
Graded Unit Code:		Ungraded Unit Code:	
Pathway(s)	Digital		
Module(s)	Business		
Level	3	Credit Value	6
Valid from:	01/09/2023	Valid to:	31/07/2028

The following QAA grade descriptors must be applied if you are delivering the graded version of this unit:

1	Understanding of the subject
2	Application of knowledge
3	Application of skills
4	Use of information
5	Communication and presentation
6	Autonomy and/or independence
7	Quality

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the skill sets required to be an entrepreneur	1.1. Identify a list of traits and behaviours generic to entrepreneurs, analysing three in depth
	1.2. Conduct a personal skills audit against the skill set above
	1.3. Create a personal development plan and address any identifiable gaps to a set timescale
	1.4. Evaluate own progress against identified targets and timescales

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
2. Understand the importance of market research in Esports business planning	2.1. Using specific examples analyse the marketing activities in business organisations in terms of market research, customer satisfaction, competition and sales
	2.2. Provided with suitable case material analyse the results of market research and use this to inform an Esports business plan
3. Understand the importance to an Esports business of accurate financial information and financial forecasting	3.1. List requirements for an Esports start-up e.g., assets, equipment, and stock
	3.2. Produce a breakdown of the fixed and variable costs and prices for services for an Esports business
	3.3. Using a given format, produce a sales forecast for an Esports event, to include number and value of sales that is realistic and relates to market research
4. Run and Review an Esports event	4.1. Undertake an Esports event, using the information in your business plan.
	4.2. Evaluate the performance of your Esports event, linking this to your business plan, providing recommendations for improvement