

# Access to Higher Education Unit

This unit forms part of an Access to HE Diploma. If delivering the graded version of this unit, please refer to the Provider Handbook for details on grading descriptors and the application of these across units within your programme.

**Unit Title:** Esports Events

**Graded Unit Reference Number:** GA36BUS01

**Ungraded Unit Reference Number:** UA36BUS01

**Module:** Business

**Level:** Three (3)

**Credit Value:** Six (6)

**Minimum Guided Learning Hours:** 60

Learning Outcome (The Learner will):	Assessment Criterion (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
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