University of Suffolk

DEFINITIVE COURSE RECORD

Course Title	**BA (Hons) Esports**
Awarding Bodies	**University of Suffolk**
Level of Award[1]	**FHEQ Level 6**
Professional, Statutory and Regulatory Bodies Recognition	**None**
Credit Structure[2]	**360 Credits** **Level 4: 120 Credits** **Level 5: 120 Credits** **Level 6: 120 Credits**
Mode of Attendance	**Full-time and Part-time**
Standard Length of Course[3]	**3 years Full-time**
Intended Award	**BA (Hons) in Esports**
Named Exit Awards	**BA in Esports** **DipHE in Esports** **CertHE in Esports**
Entry Requirements[4]	**Standard undergraduate entry requirements (112 UCAS Tariff Points). Students with prior qualification in esports, business/events management, marketing, or games development are preferred, but a broad range of prior qualifications will be considered.**
Delivering Institution(s)	**University of Suffolk**
UCAS Code	**I602**

This definitive record sets out the essential features and characteristics of the BA (Hons) Esports course. The information provided is accurate for students entering level 4 in the 2025/26 academic year[5].

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[1] For an explanation of the levels of higher education study, see the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2024)

[2] All academic credit awarded as a result of study at the University adheres to the Higher education credit framework for England.

[3] Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the Framework and Regulations for Undergraduate Awards.

[4] Details of standard entry requirements can be found in the Admissions Policy and further details about Disclosure and Barring Checks (DBS) can be found on the University's DBS webpage.

[5] The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the Admissions Policy.

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Course Summary
The BA (Hons) Esports programme will provide students with a journey through the competitive gaming industry, exploring its history, development, and future while developing practical skills in event management, content creation, and livestreaming. Students will engage with various aspects of organising and running esports events through a combination of theoretical knowledge, hands-on experiences, and practical skills.

The course focuses on four components: awareness of the esports ecosystem, business and event management, digital broadcasting, and digital content creation. Delivery of the content will contain a mixture of theoretical and practice-led work where students will apply their knowledge in a range of activities simulating or representing industry practice. Throughout the course, students will have opportunities to apply their learning in practice via hosting or supporting live esports events, embedded within the curriculum or as extracurricular activities.

Students will initially focus on developing the foundational knowledge useful within the esports industry, and then use that to build their learning and development towards a career path of their choosing. The course prepares students for a career in the esports industry as event or team managers, broadcasting engineers, social media managers, or digital content creators. Additionally, students will be able to take their broad skills and knowledge into various career paths outside of esports, such as marketing, traditional media, or business.

Course Aims
In providing this course, the course team and University aim to:

1. Provide students with a deep understanding of the industry of esports, its key stakeholders and the wider ecosystem it exists within.

2. Allow students to evaluate the current esports market and develop independent solutions for business and financial challenges within the industry.

3. Provide students with practical digital broadcasting and personal livestreaming skills in conjunction with awareness of professional production workflows.

4. Provide students, through coursework and project work, opportunities to design and develop creative digital media artefacts utilising industry-standard software and demonstrating proper development practice.

5. Provide students with transferrable business and marketing knowledge and practices that can be used for a variety of industries, with an increased focus on the application of that understanding within the domain of esports.

6. Provide students with transferrable event management knowledge and practices that can be applied within several industries, with an emphasis on applying that understanding within esports.

7. Provide students with the opportunities to develop leadership and people management skills.

8. Offer opportunities to establish specialist knowledge and practice in an aspect of the course such as a topic area, software, or hardware.

9. Provide students, through curriculum and extracurricular activities, with an extended portfolio of event planning, management, and operation.

10. Provide students with opportunities to develop research skills including developing academic arguments.

11. Create opportunities for students to develop their independent learning and reflective practice skills.

Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Esports course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 4/5/6 awards as set out by the UK Quality Assurance Agency (QAA)[6].

On completion of Level 6, the student will have demonstrated:

1. A systematic understanding of key aspects of esports, business and marketing, and digital media, some of which is at, or informed by, the forefront of the discipline.

2. An ability to use established techniques of analysis and enquiry, including the use of scholarly reviews and primary sources, to devise arguments and solve problems.

3. An appreciation of the uncertainty, ambiguity, and limits of knowledge in the area.

4. An understanding of and/or ability to engage in cultural and production practices, applying their theoretical understanding to production processes depending on the specific focus of their course.

5. An ability to reflect on new knowledge and understanding, and on their own learning experiences and performance

6. The skills and abilities to apply knowledge in complex and contemporary organisational environments, and some capacity to develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore alternative solutions, to demonstrate critical evaluation and to integrate theory.

7. The ability to communicate information, ideas, problems and solutions effectively verbally and/or non-verbally, electronically and in writing, showing sensitivity and openness to different ideas and approaches.

8. To make useful contributions to group discussions and collaborative projects, including but not limited to suggesting or testing solutions to problems, engaging in reflection and peer review, and development of artefacts or other materials, showing an ability to listen, and, where necessary, leadership skills.

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[6] As set out in the Framework and Regulations for Undergraduate Awards.

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Course Design
The design of this course has been guided by the following QAA Benchmarks:

- QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies (2024)

- QAA Subject Benchmark Statement for Business and Management (2024)

Course Structure
The BA (Hons) Esports course comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type[7]
Level 4			
	Introduction to Esports	30	Requisite
	Introduction to Streaming and Online Broadcasting	30	Requisite
	Digital Marketing and Artificial Intelligence	30	Requisite
	Creating Digital Media	30	Requisite
Level 5			
	Business of Esports	30	Requisite
	Live Broadcasting and Narrative	30	Requisite
	Esports Leadership and Team Dynamics	30	Requisite
Level 6			
	Creative Development	30	Requisite
	Dissertation	30	Mandatory
	Live Esports Event	30	Requisite
Level 5 & 6 (Biennial Delivery)			
	Brands and Communication Strategies	30	Requisite
	Leading and Managing Esports Events	30	Requisite

Awards
On successful completion of the course, students will be awarded a BA (Hons) in Esports. To be awarded BA (Hons) Esports students must have completed 360 credits including all mandatory modules at Level 4, 5, and 6.

Students who successfully complete 300 credits, including 120 credits at levels 4 and 5 and 60 credits at Level 6 will be eligible for a BA Esports.

Students who leave the course early may be eligible for a DipHE in Esports on successful completion of 240 credits including all mandatory modules at levels 4 and 5, or a CertHE in Esports on successful completion of 120 credits including all mandatory modules at level 4.

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Course Delivery
The course is delivered at the Ipswich Campus. Students studying full-time on BA (Hons) Esports are likely to have approximately 16 contact hours per week for level 4, 12 contact hours for level 5 and 4 contact hours for level 6. The contact hours will be a mix of lectures, workshops, and practicals. Students will normally be expected to undertake 20 hours of independent study in an average week at level 4 and 5 and closer to 30 for level 6, but students should be prepared for this to vary based on assignment deadlines and class exercises.

Course Assessment
A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will consist of coursework including essays, reports, presentations, group work, reflective learning journals and research projects.

Course Team
The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

Course Costs
Students undertaking BA (Hons) Esports will be charged tuition fees as detailed below.

Student Group	Tuition Fees
Full-time UK	£9,535 per year
Part-time UK	£2,384 per 30 credit module
Full-time EU/International	£15,690 per year
Part-time EU/International	£3,923 per 30 credit module

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Academic Framework and Regulations
This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).