

# Esports



Sixth Form Centre



APPRENTICESHIPS

# Welcome to Esports

## What is Esports all about?

Esports is the professional world of competitive gaming, powered by a huge range of careers behind the scenes. It brings together event production, broadcasting, coaching, media, business and digital creativity. Our courses focus on developing the real skills that make the industry work, rather than promising to turn anyone into the next world champion. You will learn how to plan tournaments, manage audiences, create content and analyse performance, gaining experience that transfers far beyond the screen. It is exciting, collaborative and full of practical opportunities.



# Welcome to Esports

## Introduction to the industries we feed into

Esports courses build a strong foundation for a wide range of digital and creative sectors. The skills developed in production, teamwork, communication, technology and project management are valued across media, events, marketing, graphic design, IT support, sports coaching and more. Students gain confidence working with professional software and equipment, solving real problems and delivering projects with deadlines and audiences. It opens pathways for growing industries that need people who can think quickly, collaborate well and adapt to new challenges.



# Skills and Knowledge Taught

Students in our courses are not just about playing games. They are gaining a thorough understanding of how the entire Esports industry operates. They'll learn to analyse gameplay, improve strategies, and also grasp the essentials of business planning and entrepreneurship within the Esports field. There's a strong focus on health and well-being, making sure that students understand the importance of physical and mental fitness.

Additionally, they'll learn how to plan and manage Esports events, and they'll have additional units that cover areas like coaching, ethics, video production, and marketing.

In other words, it's a structured path into a wide range of professional skills, all delivered in a formal but engaging way around a subject they are passionate about, Esports.



# Esports Module and Assessment Structure

## Unit 1 - Esports Games, Teams and Tournaments

Students investigate different genres of esports games and the professional teams that play them. They will study the online and live tournaments and leagues in which these esports team compete.

## Unit 2 - Establishing an Esports Organisation

Students will investigate different types of global sports organisations; they will create a brand for an esports organisation as well as a plan to promote their chosen brand.

## Unit 3 - Streaming for Esports

Students will develop the knowledge, understanding and practical skills to produce and edit live-streams.

## Unit 4 - Plan an Esports Event

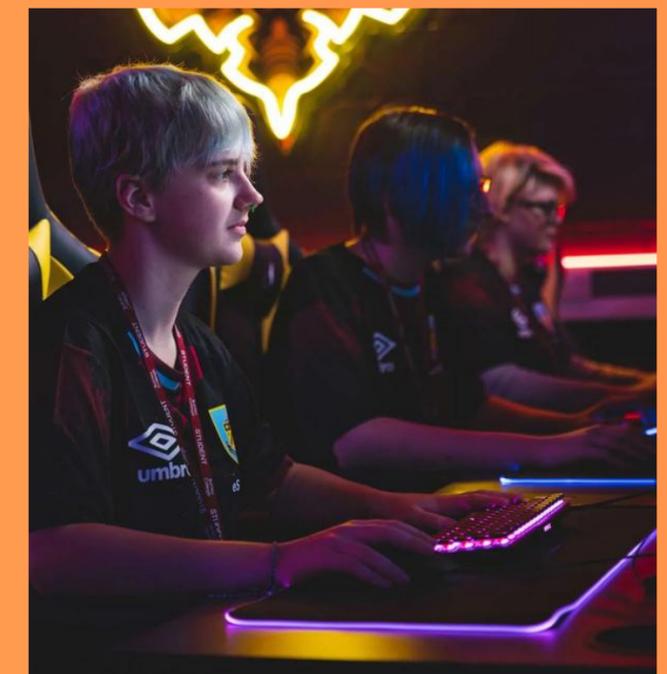
Students will develop a plan for an esports event and then pitch it to an audience who will provide feedback. Learners will use this feedback to revise their plan.

## Unit 5 - Start an Enterprise in Esports

Students will develop a plan for an enterprise within the esports industry, and pitch this to an audience. They will review their plan using feedback they receive.

## Unit 7 - Positive Health and Well-being in Esports

Students investigate aspects of physical and mental health and well-being, including the importance of a balanced diet, and apply this to esports players and their performance.



# Esports

## Typical day in this subject area

Your typical day will be filled with lessons and it might also include some 1-2-1, PPD (Professional, Personal Development) and enrichment sessions.

Our Esports courses are made up of

Main Course Hours

Enrichment

Personal and Professional Development Classes

Work Experience and Work Related Industry Classes

this all equates to about 3 and a half days spread over the week for just over 30 weeks a year



# Trips

At Burnley College, we believe in providing our Esports students with unforgettable experiences that go beyond the classroom. Our trip to TwitchCon was a prime example, where students had the incredible opportunity to immerse themselves in the world of professional streaming and gaming. They interacted with top content creators, attended exclusive panels, and explored the latest gaming technology firsthand. This event allowed our students to gain valuable insights into the industry, network with professionals, and fuel their passion for a future in Esports.

Our students also embarked on an exciting Esports tour of Malaga and Gibraltar, where they experienced the vibrant gaming culture of Southern Europe. The tour included visits to top gaming hubs and Esports arenas, providing students with a unique perspective on how Esports is thriving internationally. They had the chance to meet with local teams, participate in friendly competitions, and learn about different career paths within the global Esports industry. This tour broadened their horizons and deepened their understanding of the diverse opportunities available in Esports.

Closer to home, our students visited the Bury Arcade Club, the largest arcade in Europe. This trip was not only a nostalgic journey through gaming history but also a chance to explore the evolution of gaming from retro arcades to modern-day Esports. Students had hands-on experience with a vast array of games, from vintage classics to the latest releases, giving them a well-rounded appreciation of gaming culture. The visit highlighted the importance of understanding gaming's past to innovate in its future, leaving our students inspired and excited about the possibilities in the Esports industry.



# Example Student Work

## Merchandise and Audience appeal



My first piece is the official Quill Esports jersey, it includes our sponsors which are Pringles, MSI and Ferrari, it is also showing off our kit manufacturer which is Nike. I chose this design because it is simple yet still pleasing to the eye and the font of the name and number on the back fits the main cursive font of the brand.

This is my second product which is a comfy yet stylish hoodie branded, with our logo and brand name on the front and back of the product. I chose this design as it will be affordable yet easy to style with other products. The hoodie can be worn either normally or cropped so you can wear it however you prefer.

My third and final product is a hat for the summer/warmer weather, so you can keep the sun out of your eyes and look stylish whilst doing so. The product offers two different designs so there is a hat for everyone. Both designs promote the brand in different ways, The white one has the brand name in bold lettering on the front with the logo on the left side of the hat, and the black version has both the name and logo presented on the front of the product.

## Level 2 - Unit 2 - Establishing an esports brand

## Level 3 Year 1 - Project 3 - Health, Well-being and Nutrition

Level 3 Esports

### Academic Report Health Benefits for Esports Players



#### 1. Introduction

Health and fitness are important in esports as they can help players' health while they sit down playing games. Fitness, diet, and hydration are relevant to performance in esports because doing fitness, having a good diet, and staying hydrated can all help your physical attributes and increase your performance during gaming sessions. This report will include points such as Nutrition and Hydration for Esports Performance and Health Benefits of Fitness Activities for Esports Players.

#### 2. Health Benefits of Fitness Activities for Esports Players

The health benefits of doing exercise can include many benefits, such as reducing the risks of major health illnesses. It can help you to live a healthier and longer life. Another benefit of doing exercise is that it also has visual benefits. For example, your physique improves, as when doing exercises, you lose fat and build muscle, which then causes your body to look more toned and muscular. Having a better physique can then improve your mental well-being as you are more likely to like your body more and be less conscious of what other people may think of your body.

Depending on what esports genre you play, you may need to do different types of exercises, as some genres are played differently. For example, there are many differences between FPS and MOBA as what they require can be quite different in some areas. FPS needs:

- Good hand-eye coordination & reflexes response.
- Grip strength & finger dexterity, and shoulder and wrist endurance
- Posture & core stability

And MOBA requires:

- Mental endurance & focus
- Hand and wrist endurance
- Multi-tasking ability
- Stress management

#### 3. Impact of Physical Fitness on Esports Performance

Posture is a major part of esports players as it is one of the most common issues for people as sitting around all day can cause Tight Hips and a Bad Back as when sitting around all day you hips and back can start to suffer, almost like they are starting to lock in to one position causing back pain and spinal difficulties. (Schaefer). This is why making sure you are always in an upright position whilst sitting down and taking 10-15-minute breaks to walk around is

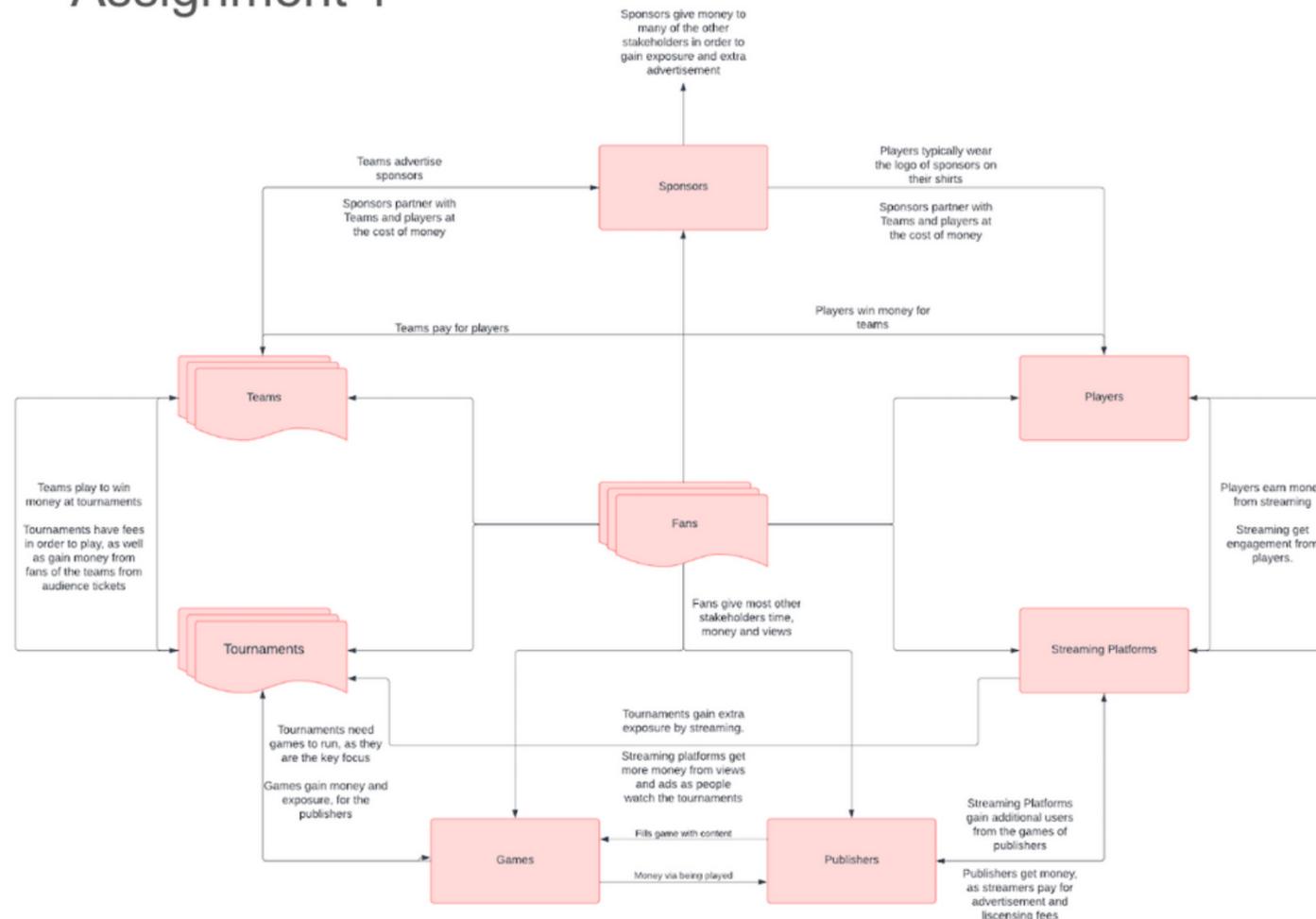
# Example Student Work



**Level 3 Year 2 - Project 6 - Ethical Issues in Esports and Video  
Production**

# Example Student Work

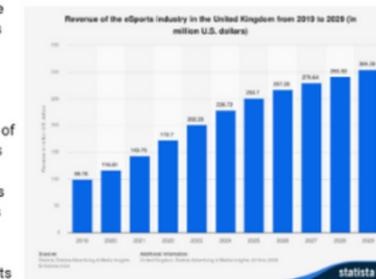
## Assignment 1



## Assignment 2

### Esports comparison to traditional

There are two main statistics I can analyse when considering the relative value of either the traditional sports or esports industries as they are both present. I chose to analyse these two as it would make comparing and contrasting both areas accessible in a clean manner. The two areas I have decided to focus on are total viewership of both industries as well as local revenue present in both esports and traditional sports within an area, of which I chose the United Kingdom (UK).



Beginning this is the analysis of the revenue of the esports industry within the UK, using this graph from Statista (Gough, 2024), I have determined that esports is an industry that is slowly growing over the next couple of years with a steady incline. This will impact the esports ecosystem as the more that the revenue of esports increases, the less esports may require the lean on sponsors, as it currently uses sponsors as a metaphorical crutch of sorts.

This would also impact other stakeholders in the esports ecosystem as without the heavy necessity on sponsors, it allows much more money of the esports industry going to other areas such as research and innovation of esports tech, a spreading to other areas such as virtual reality or the development and updating of esports titles, for example if Valorant began to have a different lighting or physics engine. A great example of this already happening is the difference in physics between Counter Strike: Global Offensive (CS:GO), and its sequel (CS2). With the smoke from items such as the smoke bomb having an upgrade allowing for people to clear it with other explosives or even bullets. This would be beneficial for esports as an industry as with the increase in quality would come more dedication from the fans as well as a general increase in viewers and audience. This comes as an advantage for esports over traditional sports as sports such as football or rugby do not have the ability to be kept updated and upgraded to keep people's attention. This could eventually lead to a drop of fans over time as people begin to get bored of the same gameplay loop that burdens traditional sports.

# Esports career pathways

**TRANSFERABLE SKILLS DEVELOPED THROUGH PARTICIPATION IN ESPORTS:**

Teamwork • Leadership • Communication • Strategic thinking • Problem solving • Decision making  
 Analytical skills • Cyber skills • Ability to multi-task • Dexterity • Improving processing ability and reaction times

**ROLES IN ESPORTS**

Professional Player  
 Coach  
 Shoutcaster / Host  
 Analyst  
 Journalist  
 Observer  
 Admin (referee)  
 Broadcast / Production  
 Community / Social Media Manager  
 Team / Player Management & Operations  
 Streamer / Influencer  
 Video Editor / Photographer

**ACADEMIC LINKS**

Computer Science  
 ICT  
 Sciences  
 Technology  
 Engineering  
 Mathematics  
 Creative Media  
 Business Studies  
 Entrepreneurship  
 Games Development  
 Sport

**CAREERS IN TECH / DIGITAL / STEM INDUSTRIES**

Cyber Security  
 Software Development  
 Big Data & Analytics  
 Cloud Solutions  
 Network Engineering  
 Mobile Technologies  
 Digital Engineering  
 Artificial Intelligence  
 UI / UX Design  
 Network Management  
 Virtual Reality  
 Software Engineering

**GENERAL ROLES**

Marketing • Sales • Advertising • PR • Branding • Merchandising • Media  
 Event management • Social media • Design • Business development







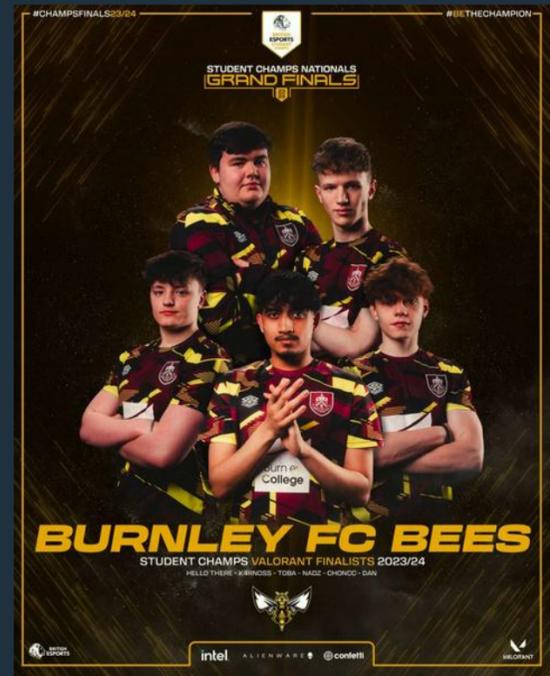
# British Esports Student Champs



Dedicated to developing the very best amateur esports talent across the UK and providing a platform for aspiring gamers to showcase their abilities, the British Esports Student Champs is the largest amateur grassroots esports tournament for students aged 12+, open to all secondary schools, further education colleges and alternative provision schools across the United Kingdom.

Providing a solid foundation for the development of competitive play, transferable digital skills and personal growth, the Student Champs is identifying the next generation of esports talent and developing player pathways from amateur grassroots esports to national representation at medal based events.

Featuring the biggest esports games, hundreds of institutions and thousands of amateur esports athletes, the Student Champs is the definitive competitive gaming platform for aspiring esports athletes in early education.



# Esports Quiz



