Intent, sequencing, and narrative thread

Department: Voc Ed - Esports

What is the **intent statement** for you subject? What does the **discipline offer** young people? What is the subject's **purpose**? This should be a short, snappy statement.

	The Esports course is a multi-disciplinary course combining esports with other emerging digital disciplines such as streaming and video production. The course offerings are a one-year course designed as a lead into level 3 studies with a further 2 year course to enable progression into University studies or employment. The modules studied gives students an appreciation for this rapidly emerging new industry, practical team working and coaching skills, and cutting-edge technical skills for employment within the 21st-century workplace.

What are the **core aims** of the curriculum? What **key knowledge** do you want students to have at the end of their learning journey?

	Core Aims:
	Students will have a well-rounded understanding of the esports industry, its value as a business, and how it functions. Part of this awareness will be of the multifaceted roles and career opportunities available within the industry and their wider application to the growing digitisation of business Students will have a practical understanding of esports as a business enterprise through the development of an esports brand and the hosting of an esports event, applying theoretic concepts to real-world situations whilst developing wider soft skills in management, personal presentation and teamwork. Students will also develop practical digital skills in emerging marketing and branding technologies through the application of skills in streaming esports play and utilising social platforms in promoting individual and team activity.

	Key knowledge:	**Key skills:**
Year 12 **Level 2**	Students develop foundation knowledge and understanding of esports games and their competitive structure and organisation that will allow them to progress on to further study linked to esports or into roles within the esports industry: • Understanding of the different genres of competitive esports titles and their main characteristics. • Understand the skills and attributes that are essential for success at professional level and be able to identify those traits in the makeup of professional teams • Develop knowledge of branding and branding techniques used by esports brands to develop a team following and synergy opportunities through industry partnerships. This is achieved through the study of existing esports brands and applying that to the development of their own esports organisations brand • To develop the essential knowledge to set up, plan and run a live stream. This is achieved by examining different streaming platforms and the traits of established professional streamers. Students will plan their stream in regards to researching key skills and strategies required for success in	Investigate the different types of esports games giving examples of specific games in each genre. Students will explore the professional esports teams that play these games and how they focus on physical and mental health as well as their game play. Students will also explore the national and international tournaments and leagues in which they compete. Develop the essential skills needed to create, design and promote a brand to an audience. These transferrable skills are suitable for employment in the esports industry or progression to further study Investigate streaming and the different skills and strategies that are used in esports games. Students will then go on to plan their own live stream, developing technical streaming skills and reviewing their live streams for future improvement. Students will investigate successful esports events and use this research to create a plan for an esports event of their choice. The selected esports event will be carefully planned, demonstrating students' ability to consider the factors which make an esports event successful and draw these together into a plan for the event. Students will use presentation skills to pitch the plan to an audience and use the feedback they are given to review and revise the plan where necessary.

		competitive esports, and in regards to developing practical knowledge of how to create titles, overlays, and transitions that they will be able to employ in their live stream.	To develop the essential research skills and knowledge required when planning events, as well as the personal and presentation skills expected when pitching an idea to an informed audience

	Core aims:	
	Students will have a well-rounded understanding of the esports industry, its value as a business, and how it functions. Part of this awareness will be of the multifaceted roles and career opportunities available within the industry and their wider application to the growing digitisation of business Students will have a practical understanding of esports as a business enterprise through the development of an esports brand and the hosting of an esports event, applying theoretic concepts to real world situations whilst developing wider soft skills in management, personal presentation and team work. Students will develop a deep knowledge of the impact of gaming on physical and psychological wellbeing and consider the practice of professional organisations in reducing those risks. Students will also develop practical digital skills in emerging marketing and branding technologies through the application of skills in streaming esports play and utilising social platforms in promoting individual and team activity.	
	Key knowledge:	**Key skills:**
Year 12 Level 3	Students will develop an in-depth knowledge of the esports industry as a business, understanding the enterprise opportunities available with an industry still in its infancy Students will gain knowledge of the structure of the industry both in the UK and globally and the role of the public and private sectors in both professional and grassroots esports. Students will be able to understand how industry models differ between countries and appreciate the link between the growth of the industry and based on government recognition. Students will identify and explore different routes into esports and the different careers in esports such as events management, coaching, digital marketing or data analysis. Using research students will gain an understanding of the rapidly evolving nature of the industry and its impact on traditional business in terms of branding, promotion and marketing. Students will be able to critically evaluate their own skills and experience, matching their aspirations	You will explore a range of professional and grassroots (amateur) esports teams and the tournaments in which they compete. Students will be able to evaluate the UK esports industry in comparison to the industry in other countries and justify the reasons for differences. Students will be able to draw on that evaluation to make recommendations to address discrepancies Students will review the different genres of esports games and the different age rating systems for video games. Students will be able to understand the differences between ratings and the potential negative impacts on users of playing games that are not appropriate. Students will also be able to differentiate the key gameplay mechanics (macro and micro) that define different genres You will explore different career pathways in esports and other related industries and the skills and experience you will need to secure jobs in these areas.

	to potential career pathways in order to plan for appropriate skills development.

Students will develop knowledge of the importance of health and well-being in esports in regard to both physical and mental health. Students' understanding will be developed in regards to how professional players follow strict diet and training programs and the responsibility that team management have for the health and wellbeing of their players | You will then look at appropriate education pathways in higher education institutions in the UK and overseas.

Students will reflect on their current skills and experiences in order through tools such as SWOT analysis and devise a personal skills development plan, this will then be used to inform a career plan to gain employment in the industry or progress to further study at university.

Students will be able to critically evaluate the health and wellbeing provision for different professional teams. They will be able to conduct a comprehensive health and wellbeing and physical examination of an esports player, reviewing data against normalised benchmarks and suggesting routines to improve performance |

	Core aims:	
	Students will build on the underpinning knowledge gained in year 12 to develop their focus on esports at a business level where they will develop their own esports brand as an enterprise and at a team manager/coach level in terms of training and coaching a team in developing their skills to participate in a competitive environment	
	Key knowledge:	**Key skills:**
Year 13

Level 3 | Students will develop a knowledge of transferable and specialist skills and strategies for success in esports at a competitive level

Students will reflect on their current performance and critically analyse strengths and weakness

Students will develop an understanding of the management practices and training regimes of high-performing teams and the importance of the coach both in terms of performance improvement during training and during competitive play. | Students will use the knowledge gained about skills and strategies to identify appropriate training programs and software to improve areas of weakness

Students will use the knowledge gained from investigating the practices of different teams to compare and evaluate practice between teams in regard to tournament and financial success |

	Students will gain knowledge of the different types of performance analysis tools and software for game mechanics, zone analysis, and statistical analysis	Students will employ the knowledge of performance analysis in effectively coaching an individual and a team in improving their performance utilizing a plan for development that incorporates clear success criteria
	Students will gain knowledge of the different enterprises that exist in the esports industry and the entrepreneurial skills and behaviors that have supported the development of the industry	Students will use the knowledge gained about different esports enterprises to effectively research and analyse data in order to validate a potential esports enterprise idea
	Students will gain an understanding of the key stages involved in developing an enterprising idea into a coherent planned product, they will also gain practical knowledge of how to deliver an effective pitch and how to promote the new esports venture	Students will develop a validated esports enterprise idea into a realistic business plan, they will develop and present a pitch to industry professionals. Their pitch will employ forecasted financial data and will also include samples of the different forms of promotion that would be used to promote their enterprise idea