

ESPORT STUDIES IN HIGHER EDUCATION:

A Content Analysis of Validated Course Curricula in the United Kingdom

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Motivation

01

Increased interest

Since Jenny et al 2021 providers in UK went from 5 to 29.

02

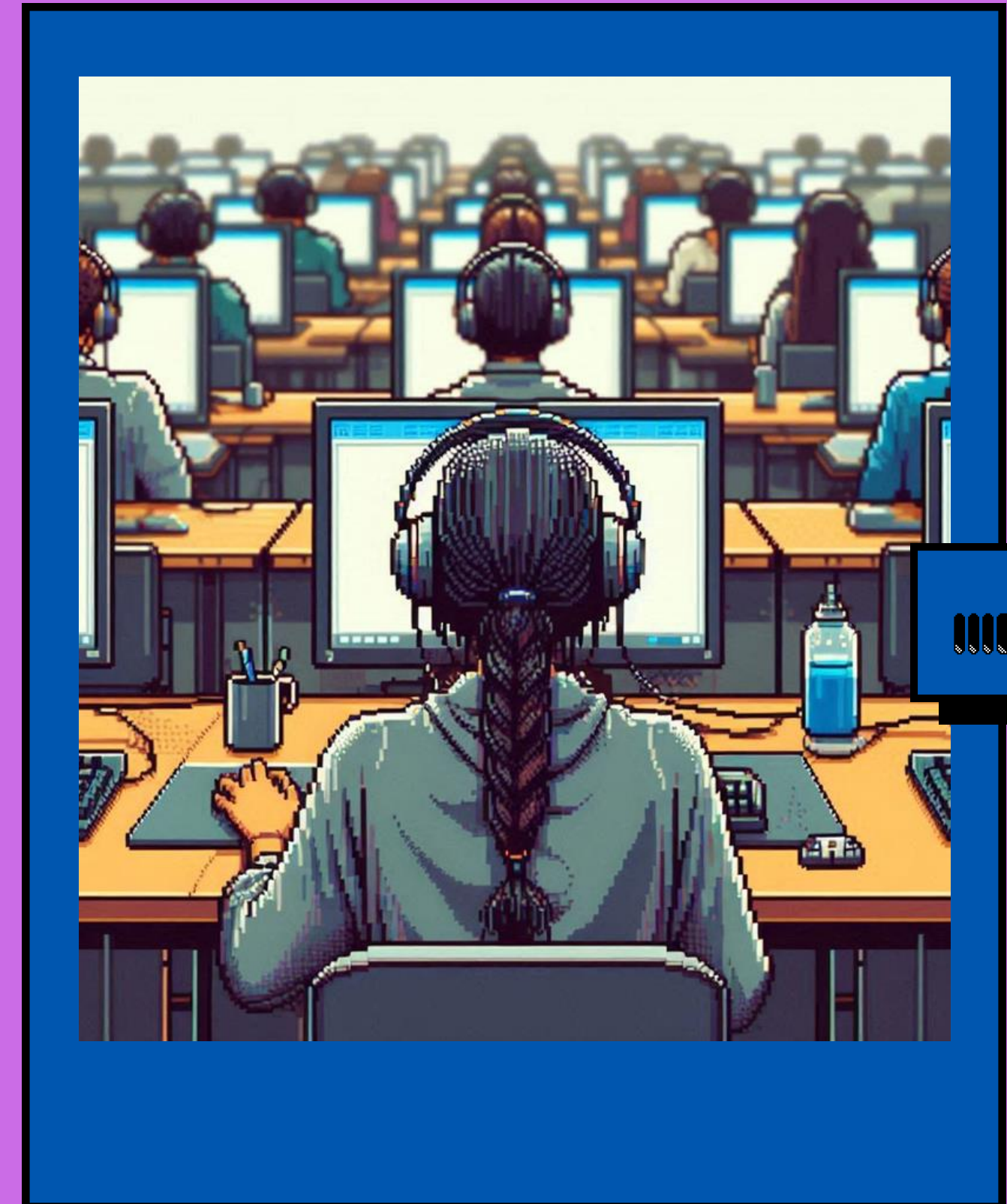
Little consensus

Varying foci and interdisciplinarity.

03

Research question

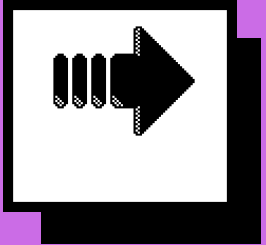
What are the trends in curriculum design for esports degrees in the UK?



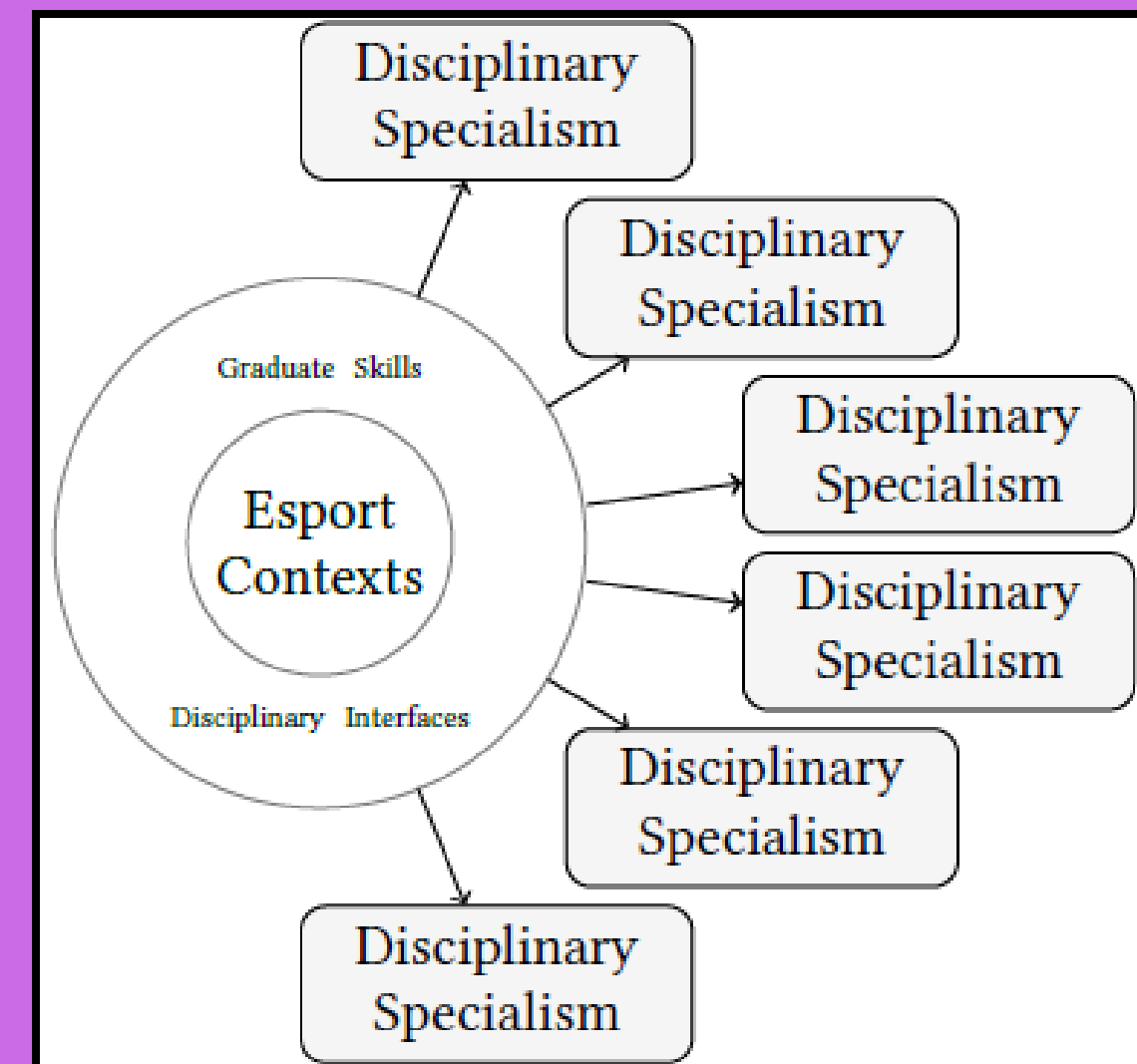
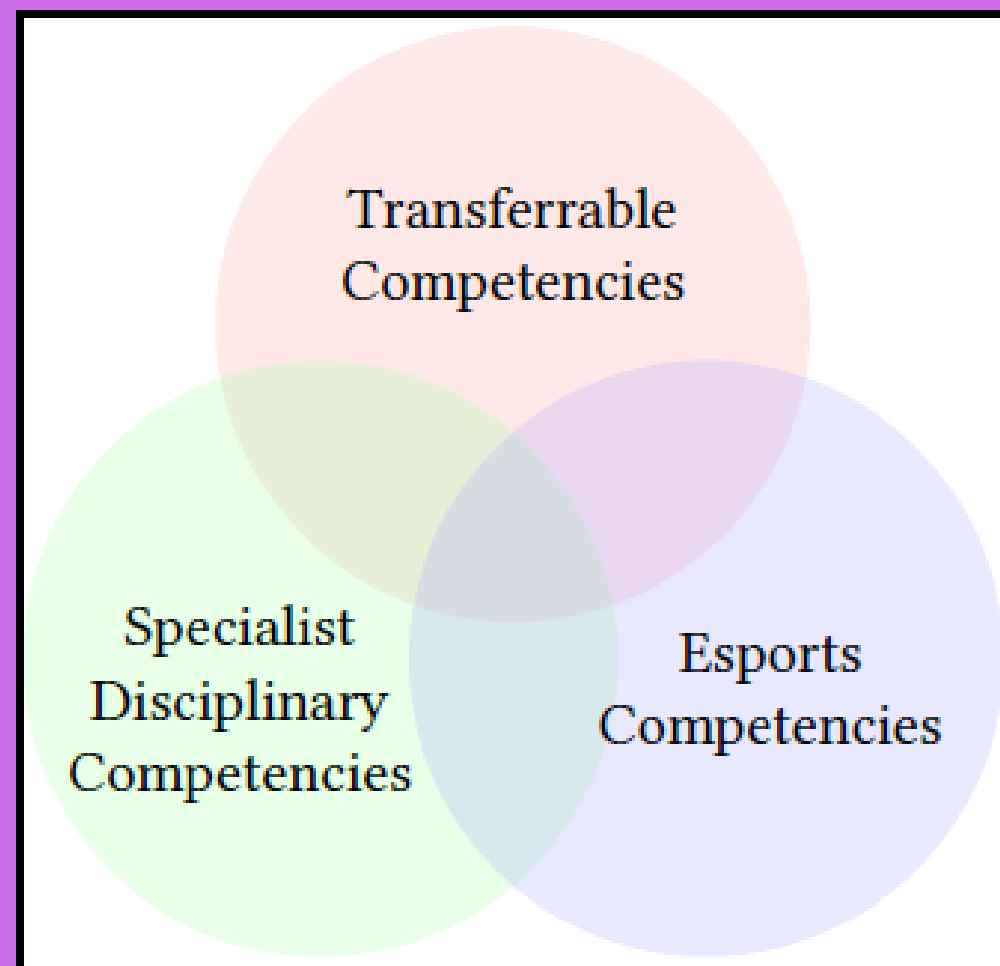
Esports.edu: An Inventory and Analysis of Global Higher Education Esports Academic Programming and Curricula (Jenny et al 2021)

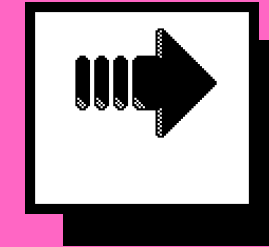
Esportified curricula?

Focus on business and management courses but some diversity.



Hub-and-spokes model & career pathways (Scott et al 2021)





'Graduateness' (Steur, Jansen, & Hofman, 2012)

To what extent do degrees value 'graduateness' and/or employability in their aims and outcomes

- Graduateness: Characteristic result of the cultivation of personal growth (reflective thinking via moral citizenship, lifelong learning, scholarship)
- Employability: Demonstration and aptitude in skills valued by employers (specifically their chosen industry)



Content analysis



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Inclusion criteria:



Course Validated.



Listed on University and College Admission System (UCAS).



Available for 2025/26 entry.

Data collected:

- Award name
- Institution
- Level
- Qualification type
- Sandwich variant
- Foundation variant
- Part-time option
- Subject benchmark

Course/Programme specification?

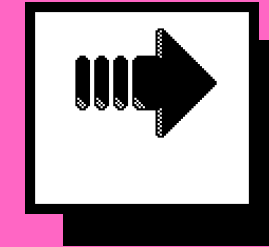
Programme Title/Apprenticeship Standard:
Final Award(s):
Intermediate Award(s):
Awarding Institution(s):
Teaching Institution(s):
Site(s) of Delivery:
QAA Subject Benchmark(s):
Academic Year of Entry:

Most not available online.



Needed to contact institution
staff/faculty.

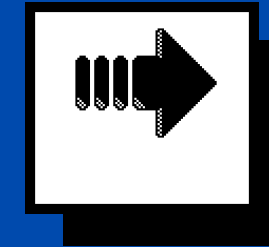




Limitations



Multiple institutions claimed 'commercial sensitivity' for not sharing course specs.



- Accrediting bodies and Benchmarking
- Diversity of Offering
- Credit Weighting of Esports Content
- Regional Map

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United Kingdom

University of Sunderland, City Campus

Durham

Isle of Man

Craven College

Barnsley College

Salford University

Sheffield Hallam University - City Campus

Liverpool

Keele University

Nottingham Trent University

Staffordshire University

De Montfort University

Norwich University of the Arts

North Warwickshire and South Leicestershire College

Halesowen College

University of Northampton

ENGLAND

WALES

College of Esports
University of East London

New College Swindon

Exeter College

Gower College Swansea

University of South Wales

University Centre Farnborough

University of Chichester

Bournemouth University

Bournemouth & Poole College

Falmouth University, Penryn Campus

Google English Channel

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Barnsley College University Centre

Falmouth University

Sheffield Hallam University

Bournemouth & Poole College

University Centre Farnborough

University of South Wales

Bournemouth University

Gower College Swansea

Staffordshire University

University of Chichester

Halesowen College

University of Suffolk

College of Esports

Keele University

City of Sunderland College

Craven College

North Warwickshire and South Leicestershire College

University of Sunderland

Croydon University Centre

University of Northampton

New College Swindon University Centre

DeMontfort University

Norwich University of the Arts

Warwickshire College and University Centre

University of East London

Nottingham Trent University

University of West London

Exeter College

University of Salford

Please get in
touch if you are
involved with any
of these courses.
We'd love to hear
from you :)

Esports **Production**

Coaching for Eplayers

Esports Production:
Broadcasting and Events

Esports Production and **Management**

Esports Coaching & Management

International Esports Business

Esports Education: Coaching, **Health and Wellbeing**

International Esports Business & Events Management

Esports & **Livestreaming**

International Esports
Business & **Digital Media**

Esports **Event Management**

Esports Business Management

Esports (Management & Production)

Esports and **Sports Media**

International Esports Business &
Digital Marketing

Esports and **Emerging Technologies**

E-Sports **Digital Technologies**

Preliminary findings



THANK YOU!